

# 2012 CITY OF **BRANSON** BUSINESS SURVEY

## FINAL REPORT

SUBMITTED TO:  
**The City of Branson, Missouri**

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# ***2012 City of Branson Business Survey***

## **Executive Summary**

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### **Overview and Methodology**

ETC Institute administered a survey to a random sample of 204 businesses in the City of Branson during the summer of 2012. This is the second business survey that ETC Institute has conducted for the City of Branson. The first survey was conducted in 2008. The purpose of the survey was to gather objective feedback from the business community regarding the quality of city services. The results for the random sample of 204 businesses have a 95% level of confidence with a precision of at least +/- 6.9%. Some of the major findings are briefly described below.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- tabular data that show the results for each question on the survey
- open-ended comments
- a copy of the survey instrument

### **Major Findings from the Business Survey**

- The majority of businesses were generally satisfied with the overall quality of services offered by the City of Branson. Ninety-four percent (94%) of businesses surveyed, *who had an opinion*, were satisfied (combination of “very satisfied” and “satisfied” responses) with the quality of fire service, 78% were satisfied with the quality of City Parks and Recreation programs and facilities, and 75% were satisfied with the quality of police service. Businesses were least satisfied with the enforcement of City codes and ordinances (46%).

#### Trends for Overall Quality of City Services

The changes in satisfaction for the “Overall Quality of City Services” that were identified as significant, because satisfaction ratings were +/- 6.9% or more are listed below:

#### Significant Increases Since the 2008 Survey

- Management of traffic flow on City streets (+20.3%)
- Customer service you received from City employees (+10.9%)
- Effectiveness of City communication w/ the public (+6.9%)

#### Significant Decreases Since the 2008 Survey

- None

- City services that businesses felt should receive the most emphasis over the next two years included:

- The maintenance of City streets and infrastructure (49%)
- The management of traffic flow on City streets (48%)
- The enforcement of City codes and ordinances (32%)

*In 2008, 71% of respondents' rated "The management of traffic flow on City streets" as one of their top three choices for the City service that should receive the most emphasis over the next two years (71% in 2008 compared to 48% in 2012).*

- Seventy-seven percent (77%) of businesses felt it was "extremely important" to keep the crime rate low when planning for the City of Branson's future.
- Seventy-six percent (76%) of businesses felt the tourism industry in Branson was "extremely important" to the success of their business.
- Most businesses felt safe in the City of Branson. Eighty-six percent (86%) of the businesses surveyed, *who had an opinion*, indicated that they felt either "very satisfied" or "satisfied" with their feeling of safety in Branson; 8% gave a neutral response, and 6% felt either "dissatisfied" or "very dissatisfied" .

#### Trends for Items that Influence Perceptions of the City

The changes in satisfaction for "Items that Influence Perceptions of the City" that were identified as significant, because satisfaction ratings were +/- 6.9% or more are listed below:

##### **Significant Increases Since the 2008 Survey**

- Quality of Historic Downtown Branson (+13.0%)
- Value you receive for your City taxes and fees (+12.6%)

##### **Significant Decreases Since the 2008 Survey**

- Appearance/visual attractiveness of the City (-7.4%)

- Ratings of Branson's "Labor Pool" have increased in all five areas since 2008, including significant increases in 4 out of 5 areas. The changes in satisfaction for the "Overall ratings for the City of Branson's Labor Pool" that were identified as significant, because satisfaction ratings were +/- 6.9% or more are listed below:

##### **Significant Increases Since the 2008 Survey**

- Availability of labor (+15.0%)
- Attitude of employees (+9.5%)
- Stability of work force (+8.3%)
- Quality of labor (+7.6%)

##### **Significant Decreases Since the 2008 Survey**

- None

- Most residents were satisfied with the quality of life in Branson. Seventy-five percent (75%) of the businesses surveyed, *who had an opinion*, indicated that they were satisfied with the quality of life in Branson; 21% gave a neutral response, and 5% were dissatisfied. *Does not equal 100% due to rounding.*
- Fifty-six percent (56%) of businesses surveyed, *who had an opinion*, rated the physical appearance of the area where their business is located as “excellent” or “good”; 34% rated it as “average” and 10% gave a rating of “poor.”
- 90% of the businesses surveyed, *who had an opinion*, rated the City of Branson as an “excellent” or a “good” place to visit.
- 90% of the businesses surveyed, *who had an opinion*, rated the City of Branson as an “excellent” or a “good” place to raise children.
- When asked to rate the performance of various units of the Branson City government they had contacted, 89% of businesses, *who had an opinion*, rated the Fire Inspections unit as “excellent” or “good” and 77% felt the Business Licensing unit was “excellent” or “good.”

## Other Findings

- 86% of the businesses surveyed, *who had an opinion*, indicated that they thought the City worked at least “somewhat well” with other governmental organizations in the region when planning the future of the City and 13% thought the City worked either “not particularly well” or “not well at all” with other governmental organizations in the region when planning the City’s future. *Does not equal 100% due to rounding.*
- 56% of the businesses surveyed indicated that they did not anticipate changing the location of their business, expanding their business, downsizing their business, or closing their business in the next 12 months.
- 19% of the businesses surveyed indicated that they plan on expanding their business sometime in the next 12 months.
- 85% of the businesses surveyed, *who had an opinion*, rated the City of Branson as an “excellent” or a “good” place to retire. **(84% in 2008)**
- 89% of the businesses surveyed, *who had an opinion*, rated the City of Branson as an “excellent” or a “good” place to live. **(84% in 2008)**
- 72% of the businesses surveyed, *who had an opinion*, rated the City of Branson as an “excellent” or a “good” place to work. **(69% in 2008)**

## Section 1:

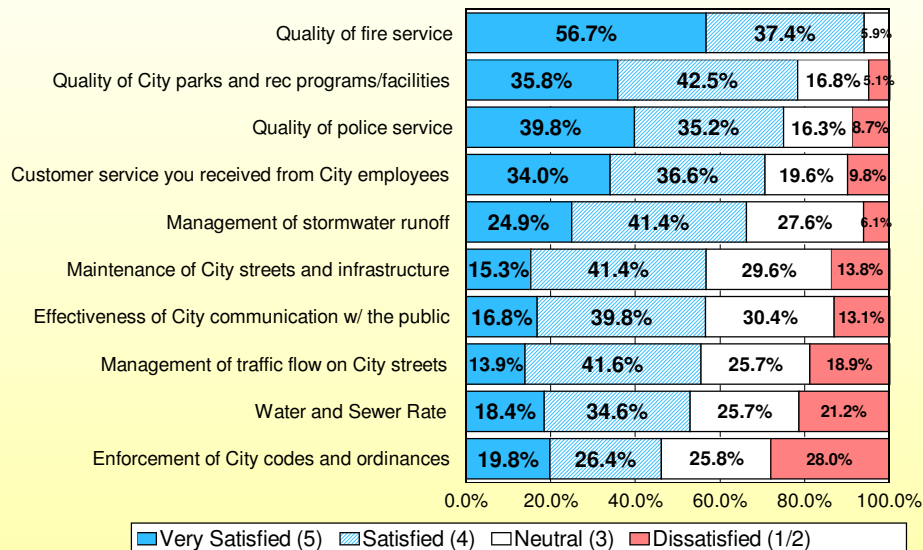
# Charts and Graphs

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# 2012 City of Branson Business Survey - **OVERALL RATINGS** -

## Overall Satisfaction With City Services by Major Category

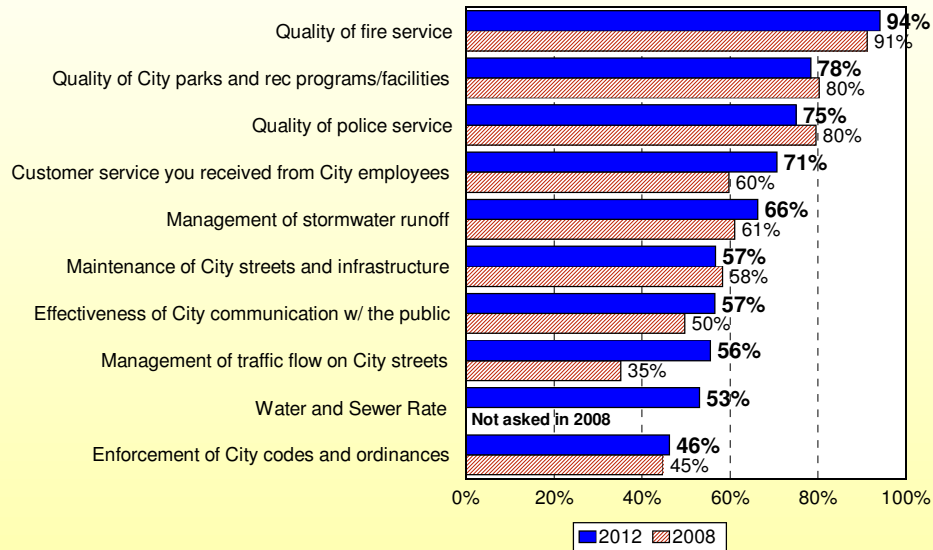
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute: Business Survey (Branson, MO 2012)

## TRENDS: Satisfaction Ratings for City Services by Major Category - 2012 vs 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

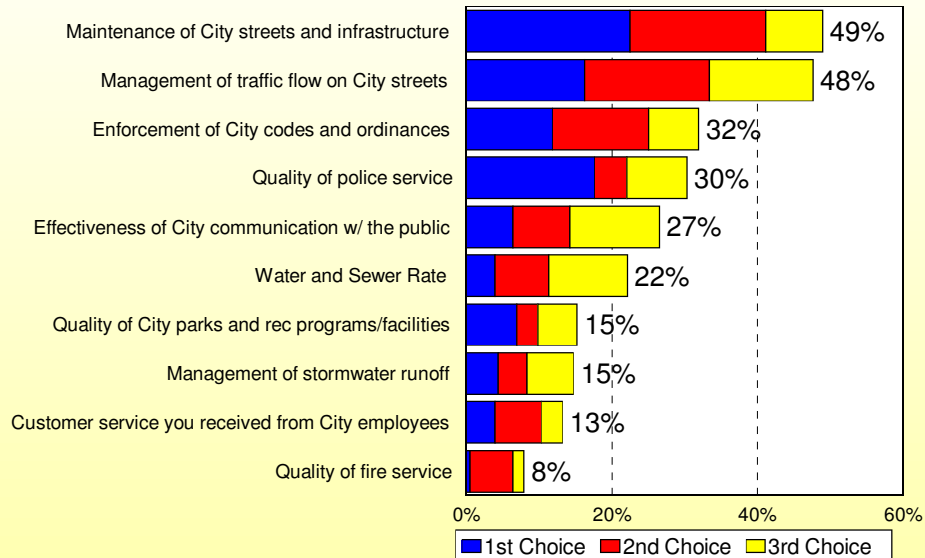


Source: ETC Institute: Business Survey (Branson, MO 2012)

**Trend Data**

## City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

by percentage of respondents who selected the item as one of their top three choices

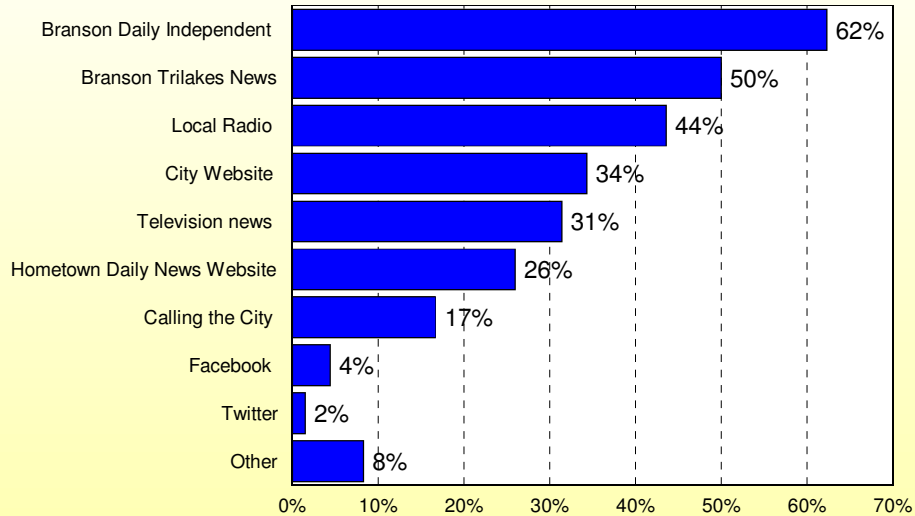


Source: ETC Institute: Business Survey (Branson, MO 2012)



## Which of the following do you use to get information about the City of Branson?

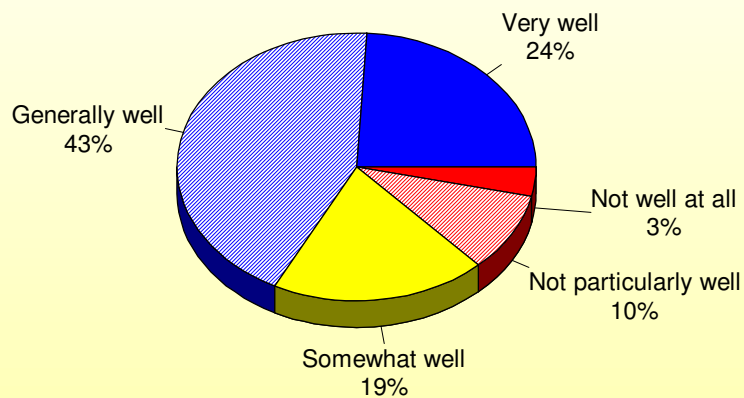
by percentage of respondents (multiple responses allowed)



Source: ETC Institute: Business Survey (Branson, MO 2012)

## How well do you think the City of Branson works with other governmental organizations in our region when planning the future of our City?

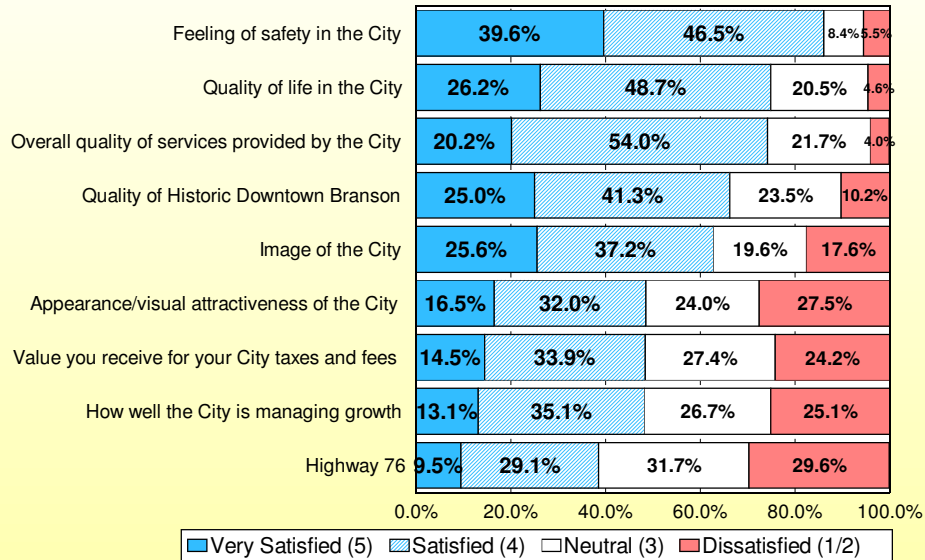
by percentage of respondents (excluding don't know)



Source: ETC Institute: Business Survey (Branson, MO 2012)

## Satisfaction With Items That Influence Perceptions of the City

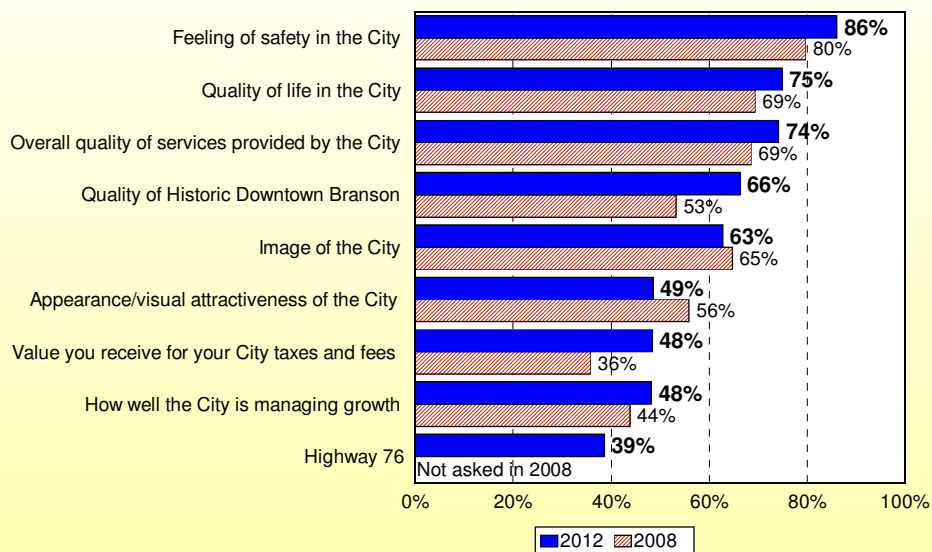
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute: Business Survey (Branson, MO 2012)

## TRENDS: Satisfaction Ratings for Items That Influence Perceptions of the City - 2012 vs 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

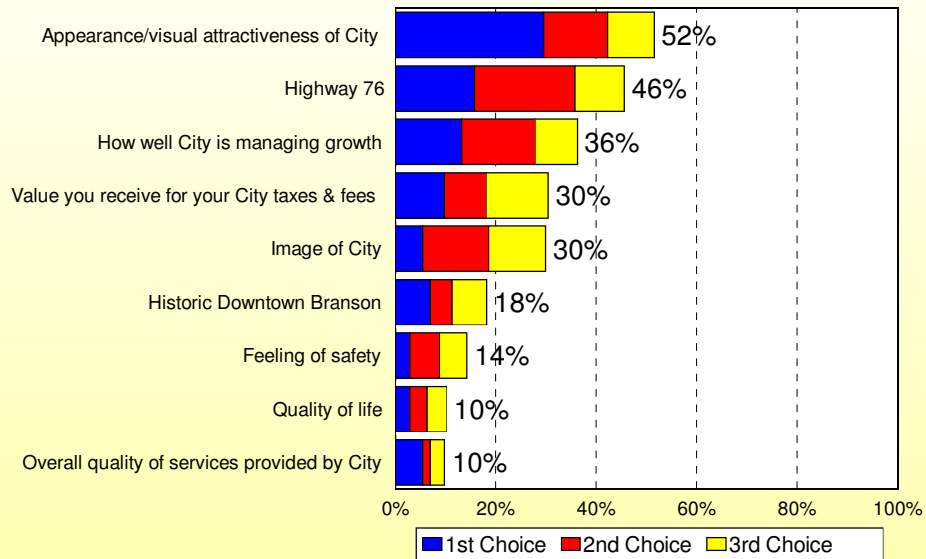


Source: ETC Institute: Business Survey (Branson, MO 2012)

**Trend Data**

## Items that Influence Perceptions of the City That Should Receive Emphasis Over the Next Two Years

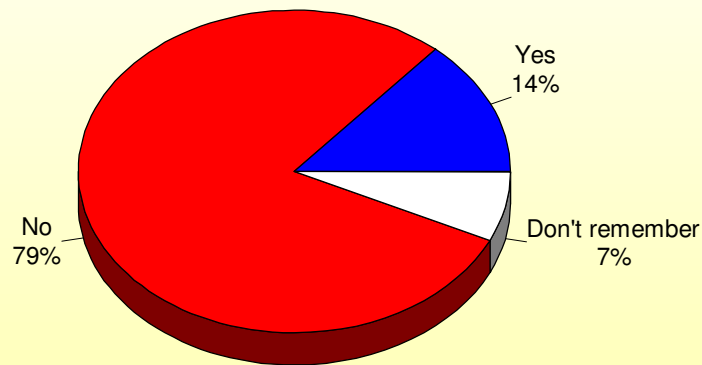
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute: Business Survey (Branson, MO 2012)

## Were you involved in the process that helped create "The Community Plan" 2030?

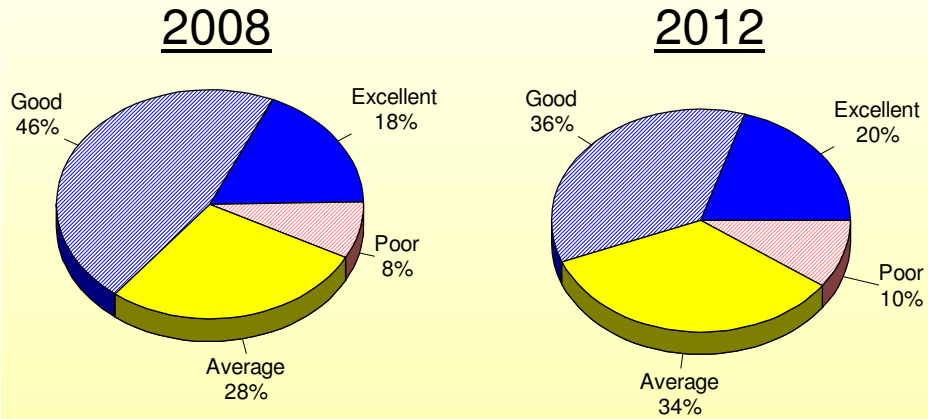
by percentage of respondents



Source: ETC Institute: Business Survey (Branson, MO 2012)

## How would you rate the physical appearance of the area where your business is located?

by percentage of respondents (excluding don't know)

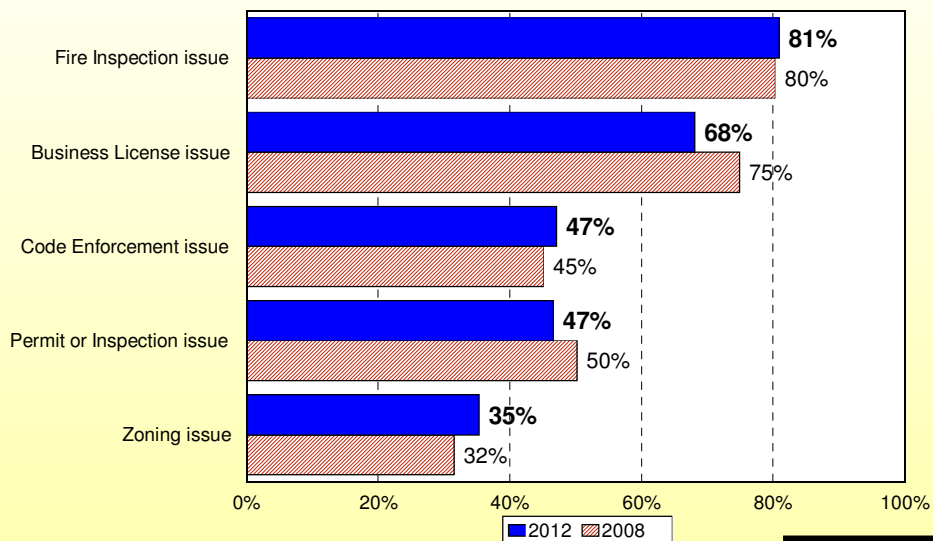


Source: ETC Institute: Business Survey (Branson, MO 2012)

**Trend Data**

## TRENDS: Percentage of Businesses That Contacted Branson City Government During the Past Year For Various Reasons 2012 vs 2008

percentage of respondents who answered "YES"

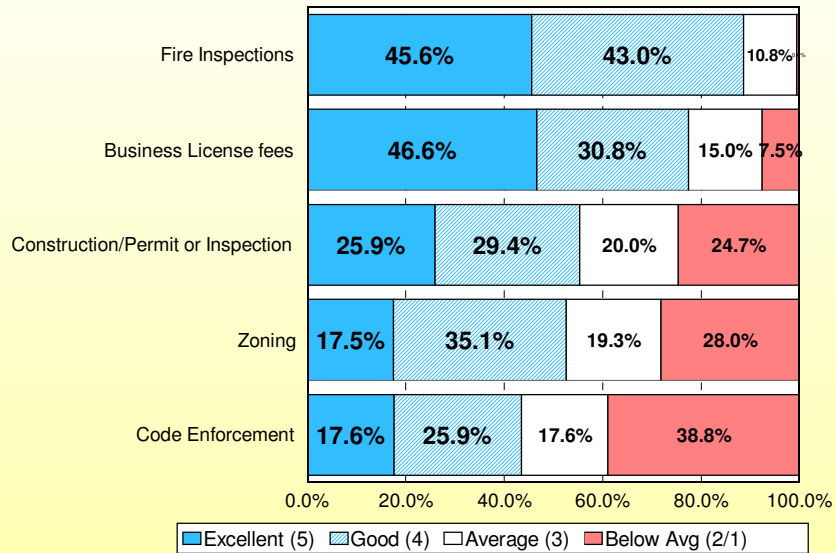


Source: ETC Institute: Business Survey (Branson, MO 2012)

**Trend Data**

## The City's Performance Ratings by Major Category

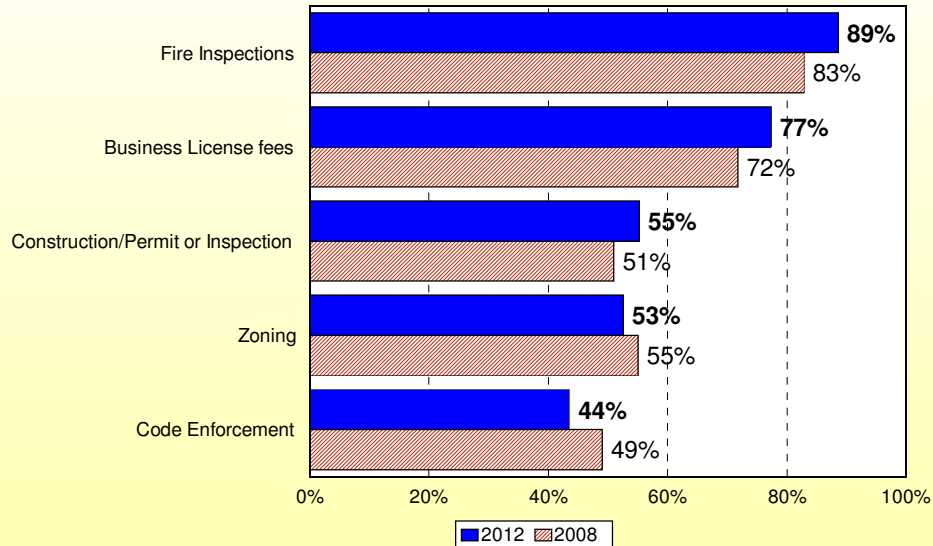
by percentage of respondents who **had contacted the following specific unit of Branson City Gov. during the past year** (excluding don't knows)



Source: ETC Institute: Business Survey (Branson, MO 2012)

## TRENDS: The City's Performance Ratings by Major Category - 2012 vs 2008

by percentage of respondents who **had contacted the following specific unit of Branson City Gov. during the past year** and responded either a 4 or 5 on a 5 point scale (excluding don't knows)

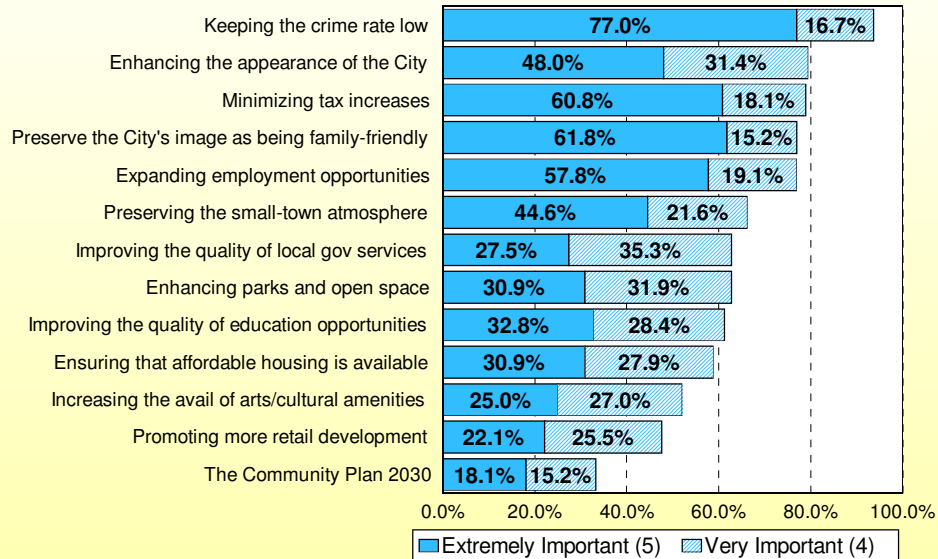


Source: ETC Institute: Business Survey (Branson, MO 2012)

**Trend Data**

## Importance of Considering Various Items When Planning for the City's Future

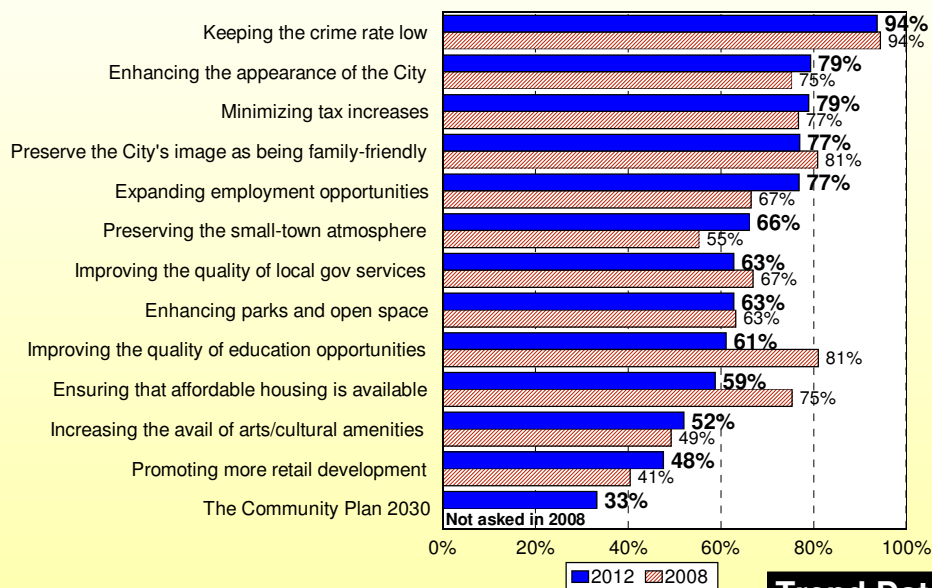
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute: Business Survey (Branson, MO 2012)

## TRENDS: Importance Rating for Considering Various Items When Planning for the City's Future - 2012 vs 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

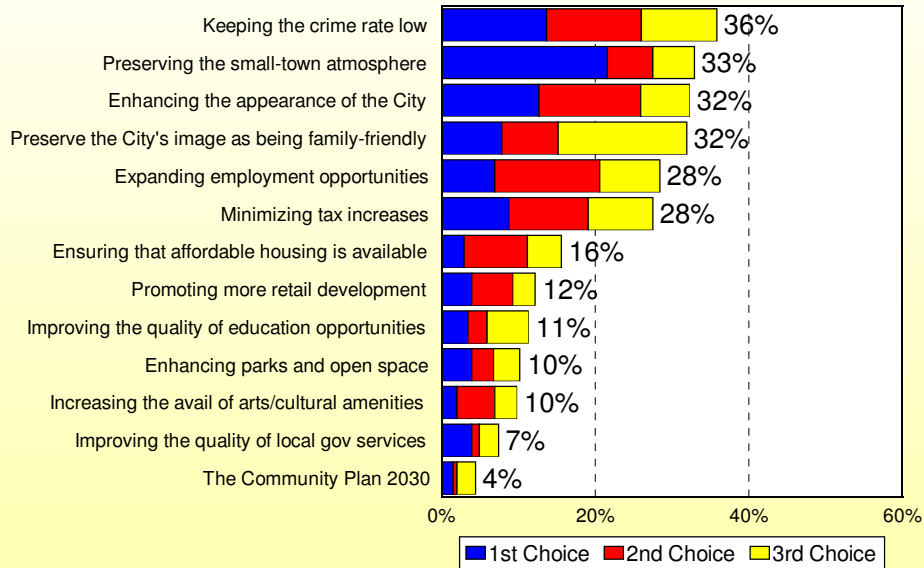


Source: ETC Institute: Business Survey (Branson, MO 2012)

**Trend Data**

## City Issues That Should be Most Important When Planning for the City's Future

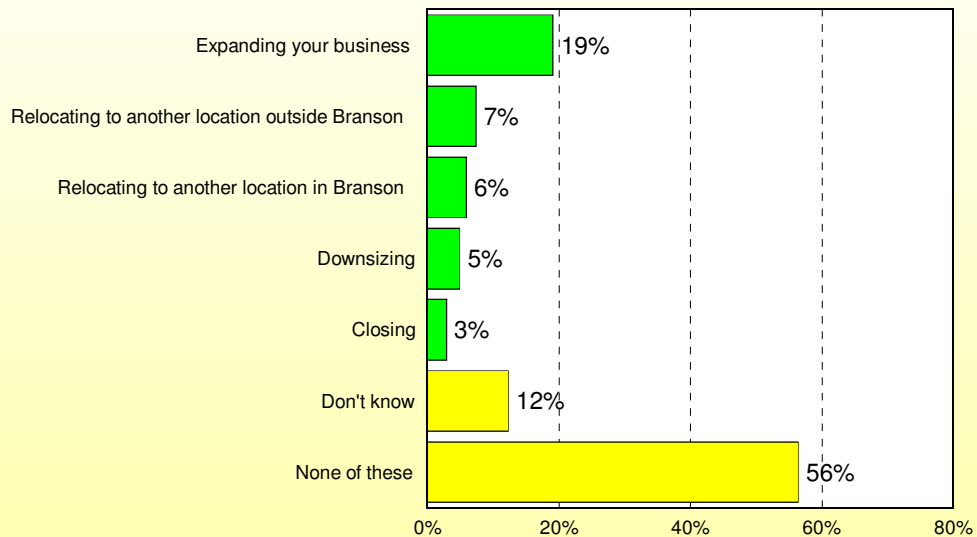
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute: Business Survey (Branson, MO 2012)

## Businesses Considering Various Changes in the Next 12 Months

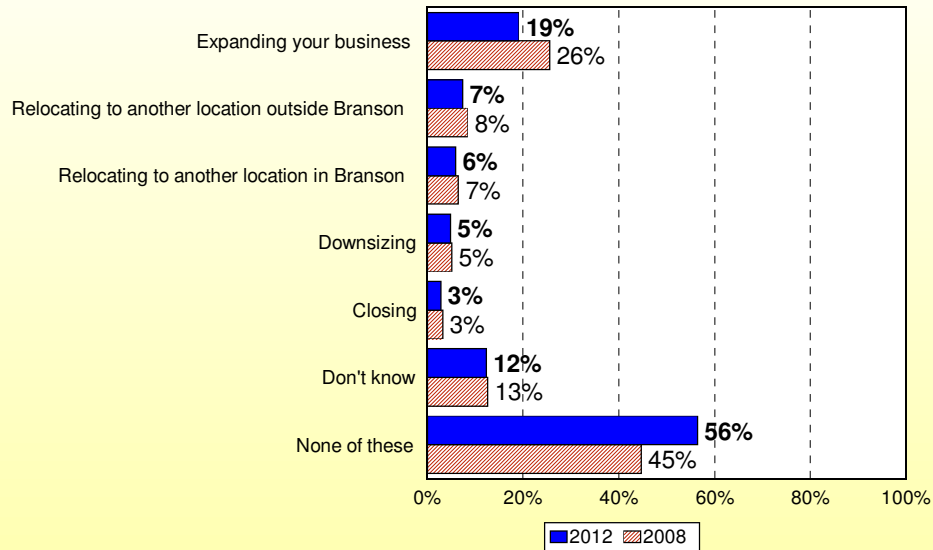
by percentage of respondents (multiple responses allowed)



Source: ETC Institute: Business Survey (Branson, MO 2012)

## TRENDS: Businesses Considering Various Changes in the Next 12 Months - 2012 vs 2008

by percentage of respondents (multiple responses allowed)

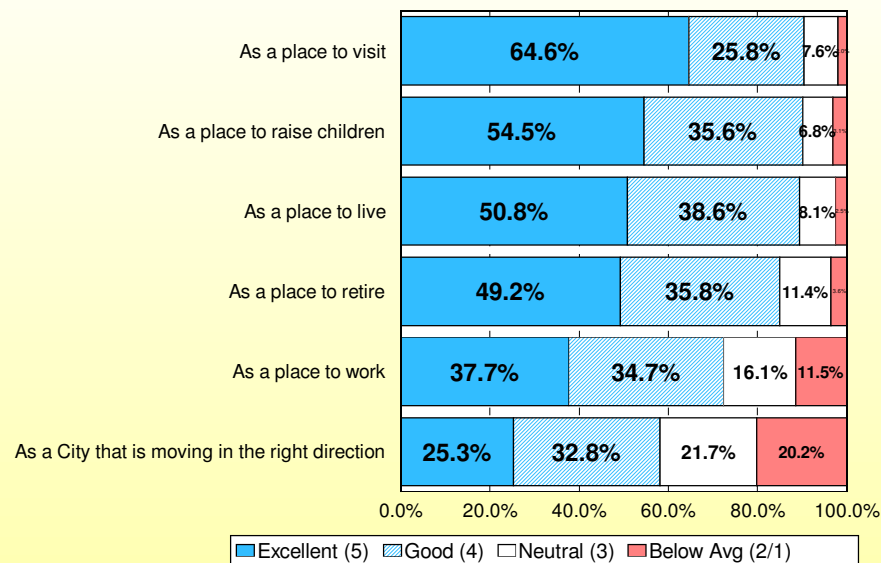


Source: ETC Institute: Business Survey (Branson, MO 2012)

**Trend Data**

## Overall Ratings for the City of Branson

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

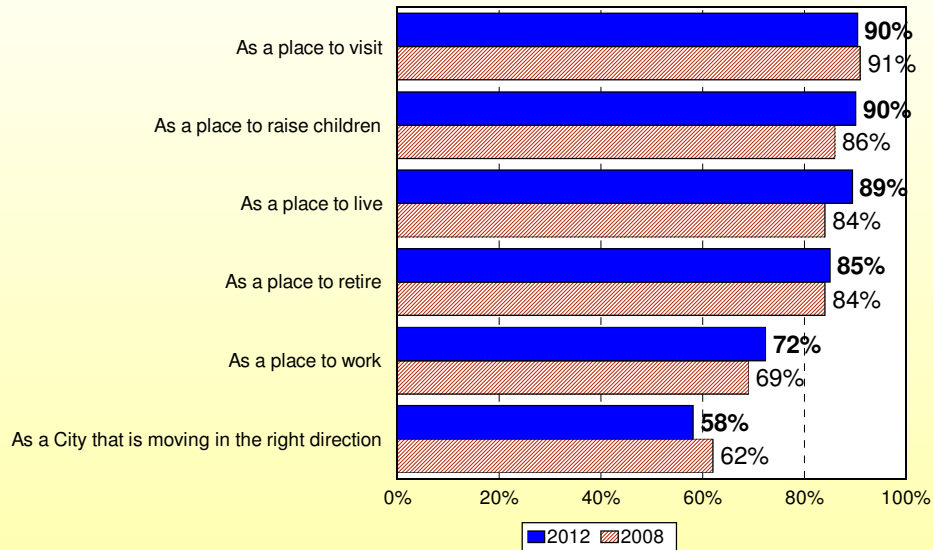


Source: ETC Institute: Business Survey (Branson, MO 2012)



## TRENDS: Overall Ratings for the City of Branson 2012 vs 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

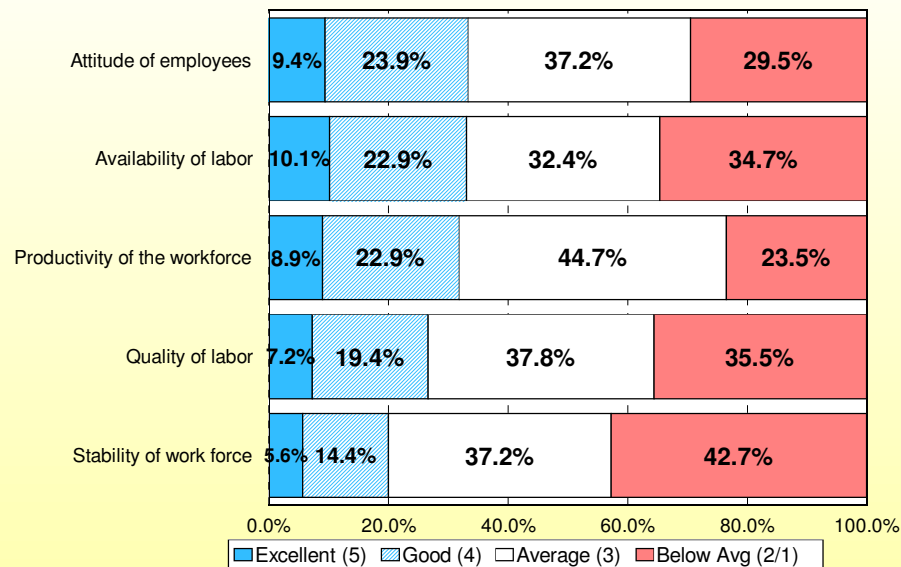


Source: ETC Institute: Business Survey (Branson, MO 2012)

**Trend Data**

## Overall Ratings for the City of Branson's Labor Pool

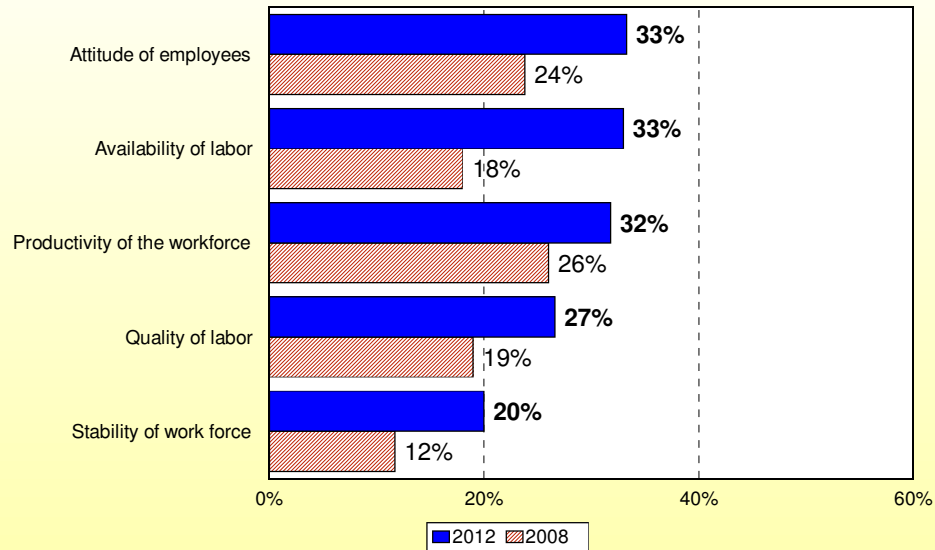
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute: Business Survey (Branson, MO 2012)

## TRENDS: Overall Ratings for the City of Branson's Labor Pool - 2012 vs 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

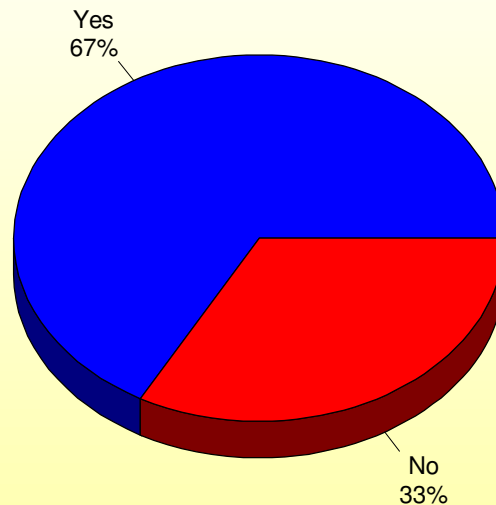


Source: ETC Institute: Business Survey (Branson, MO 2012)

**Trend Data**

## Do you know who your local (City of Branson) elected officials are?

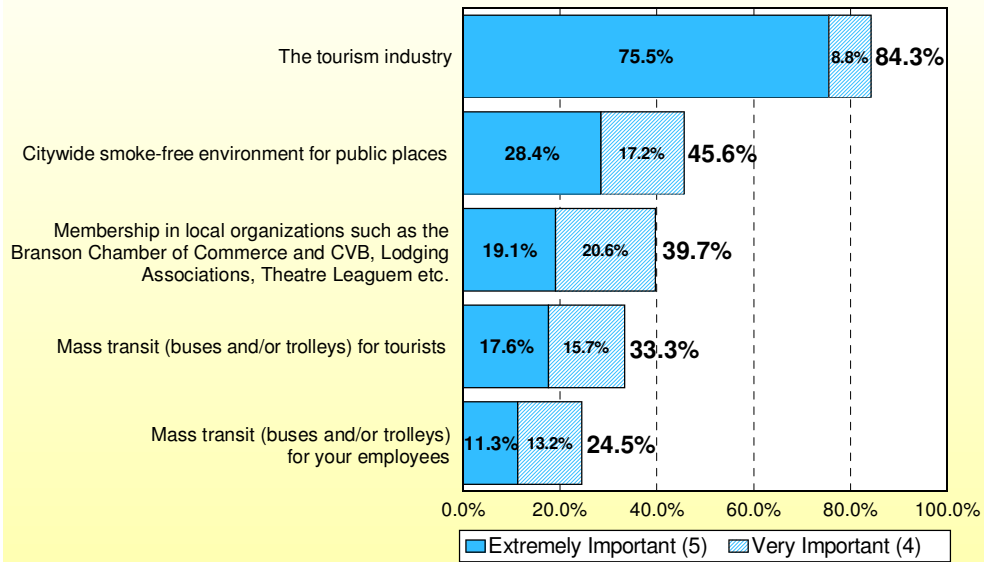
by percentage of respondents



Source: ETC Institute: Business Survey (Branson, MO 2012)

## Level of Importance of the Following Items to the Success of Respondents Business

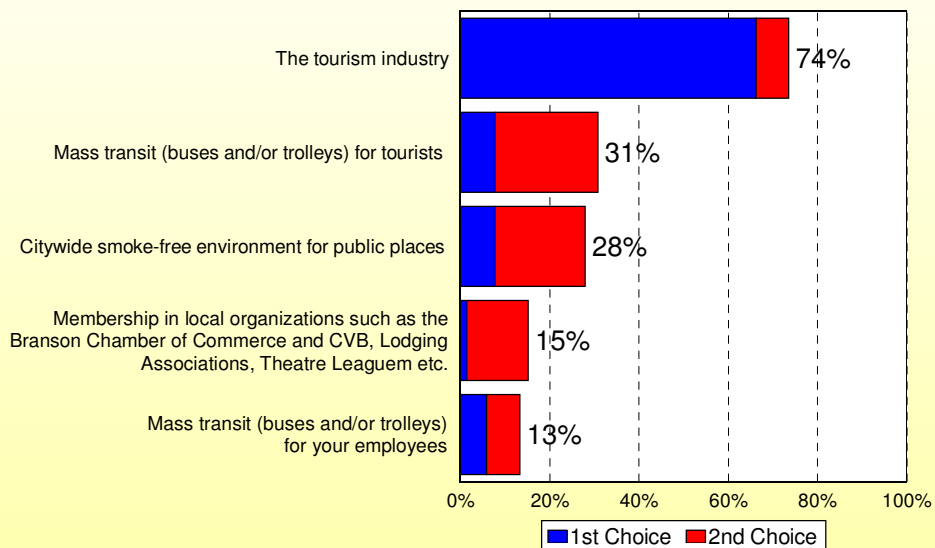
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute: Business Survey (Branson, MO 2012)

## Issues that are the Most Important to the Success of Respondents Businesses When Planning the City's Future

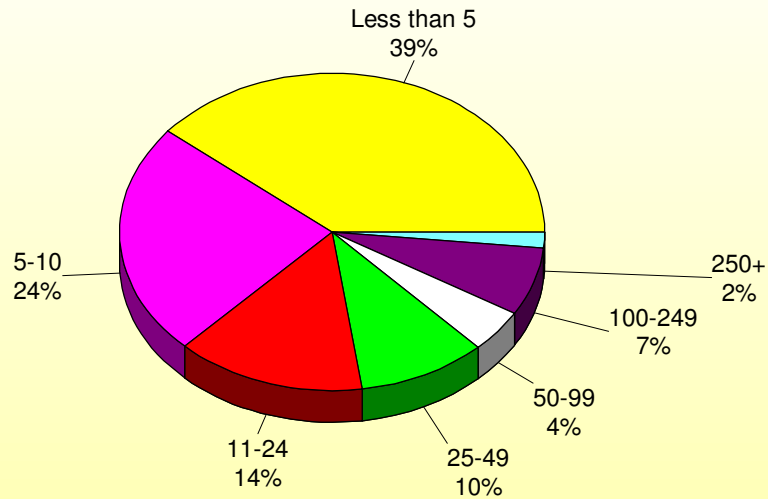
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute: Business Survey (Branson, MO 2012)

## How many employees do you employ in Branson?

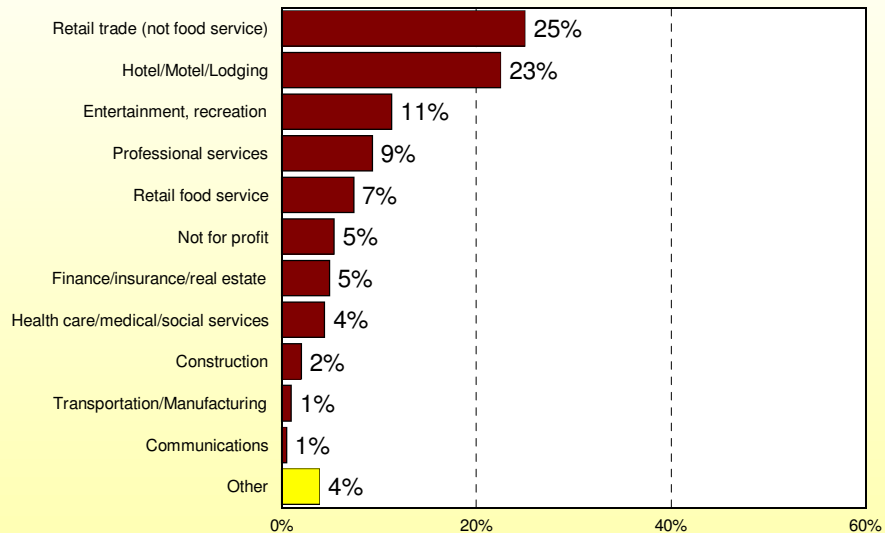
by percentage of respondents



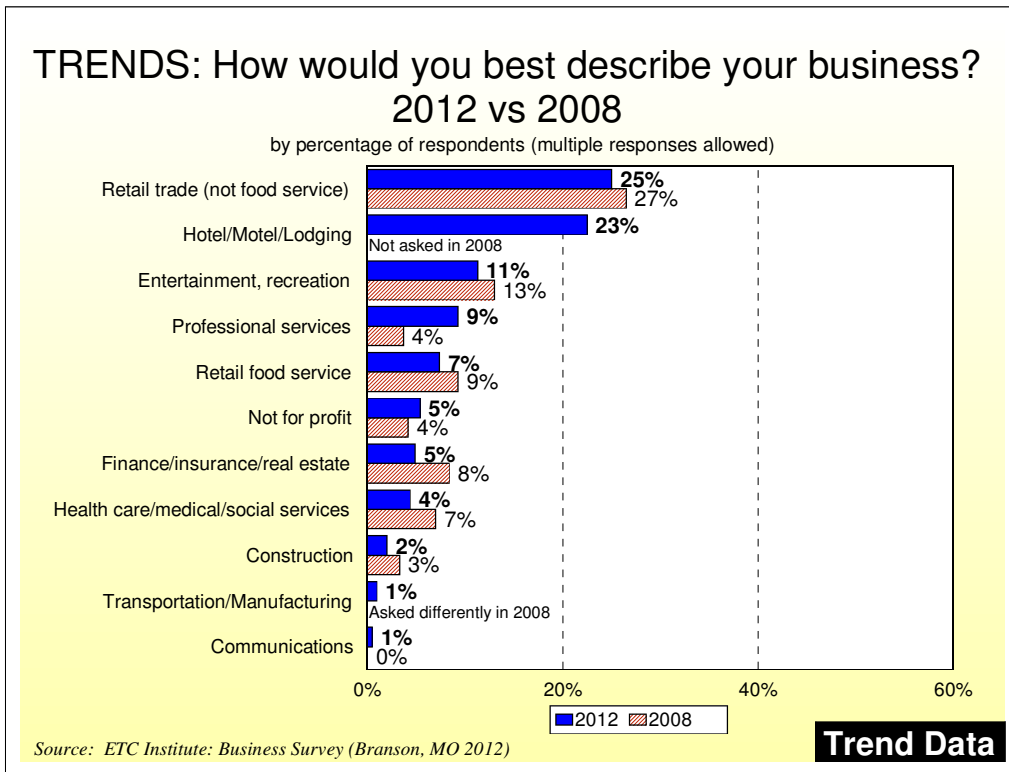
Source: ETC Institute: Business Survey (Branson, MO 2012)

## How would you best describe your business?

by percentage of respondents (multiple responses allowed)

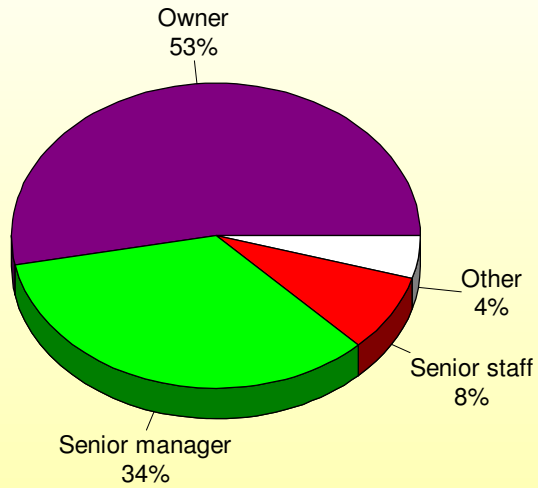


Source: ETC Institute: Business Survey (Branson, MO 2012)



## Which of the following best describes your position in your organization?

by percentage of respondents



Source: ETC Institute: Business Survey (Branson, MO 2012)

## Section 2:

# Tabular Data

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**Q1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=204)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of police service	38.2%	33.8%	15.7%	5.9%	2.5%	3.9%
Q1b. Quality of fire service	52.0%	34.3%	5.4%	0.0%	0.0%	8.3%
Q1c. Quality of City parks & recreation programs & facilities	31.4%	37.3%	14.7%	3.9%	0.5%	12.3%
Q1d. Maintenance of City streets & infrastructure	15.2%	41.2%	29.4%	9.8%	3.9%	0.5%
Q1e. Enforcement of City codes & ordinances	17.6%	23.5%	23.0%	18.6%	6.4%	10.8%
Q1f. Quality of customer service from City employees	32.4%	34.8%	18.6%	5.9%	3.4%	4.9%
Q1g. Effectiveness of City communication with public	15.7%	37.3%	28.4%	7.8%	4.4%	6.4%
Q1h. Management of traffic flow on City streets	13.7%	41.2%	25.5%	13.7%	4.9%	1.0%
Q1i. Management of stormwater runoff	22.1%	36.8%	24.5%	4.9%	0.5%	11.3%
Q1j. Water & sewer rate	16.2%	30.4%	22.5%	13.2%	5.4%	12.3%



**Excluding "Don't Know"**

**Q1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Excluding Don't Know)**

(N=204)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of police service	39.8%	35.2%	16.3%	6.1%	2.6%
Q1b. Quality of fire service	56.7%	37.4%	5.9%	0.0%	0.0%
Q1c. Quality of City parks & recreation programs & facilities	35.8%	42.5%	16.8%	4.5%	0.6%
Q1d. Maintenance of City streets & infrastructure	15.3%	41.4%	29.6%	9.9%	3.9%
Q1e. Enforcement of City codes & ordinances	19.8%	26.4%	25.8%	20.9%	7.1%
Q1f. Quality of customer service from City employees	34.0%	36.6%	19.6%	6.2%	3.6%
Q1g. Effectiveness of City communication with public	16.8%	39.8%	30.4%	8.4%	4.7%
Q1h. Management of traffic flow on City streets	13.9%	41.6%	25.7%	13.9%	5.0%
Q1i. Management of stormwater runoff	24.9%	41.4%	27.6%	5.5%	0.6%
Q1j. Water & sewer rate	18.4%	34.6%	25.7%	15.1%	6.1%

**First Choice****Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q1. 1st choice	Number	Percent
Quality of police service	36	17.6 %
Quality of fire service	1	0.5 %
Quality of parks & recreation programs & facilities	14	6.9 %
Maintenance of City streets & infrastructure	46	22.5 %
Enforcement of City codes & ordinances	24	11.8 %
Quality of customer service from City employees	8	3.9 %
Effectiveness of City communication with public	13	6.4 %
Management of traffic flow on City streets	33	16.2 %
Management of stormwater runoff	9	4.4 %
Water & sewer rate	8	3.9 %
None chosen	12	5.9 %
Total	204	100.0 %

**Second Choice****Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q1. 2nd choice	Number	Percent
Quality of police service	9	4.4 %
Quality of fire service	12	5.9 %
Quality of parks & recreation programs & facilities	6	2.9 %
Maintenance of City streets & infrastructure	38	18.6 %
Enforcement of City codes & ordinances	27	13.2 %
Quality of customer service from City employees	13	6.4 %
Effectiveness of City communication with public	16	7.8 %
Management of traffic flow on City streets	35	17.2 %
Management of stormwater runoff	8	3.9 %
Water & sewer rate	15	7.4 %
None chosen	25	12.3 %
Total	204	100.0 %

**Third Choice****Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q1. 3rd choice	Number	Percent
Quality of police service	17	8.3 %
Quality of fire service	3	1.5 %
Quality of parks & recreation programs & facilities	11	5.4 %
Maintenance of City streets & infrastructure	16	7.8 %
Enforcement of City codes & ordinances	14	6.9 %
Quality of customer service from City employees	6	2.9 %
Effectiveness of City communication with public	25	12.3 %
Management of traffic flow on City streets	29	14.2 %
Management of stormwater runoff	13	6.4 %
Water & sewer rate	22	10.8 %
None chosen	48	23.5 %
Total	204	100.0 %

**Sum of All Three Choices****Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? (top 3)**

Q1. Sum of all three choices	Number	Percent
Quality of police service	62	30.4 %
Quality of fire service	16	7.8 %
Quality of parks & recreation programs & facilities	31	15.2 %
Maintenance of City streets & infrastructure	100	49.0 %
Enforcement of City codes & ordinances	65	31.9 %
Quality of customer service from City employees	27	13.2 %
Effectiveness of City communication with public	54	26.5 %
Management of traffic flow on City streets	97	47.5 %
Management of stormwater runoff	30	14.7 %
Water & sewer rate	45	22.1 %
None chosen	12	5.9 %
Total	539	

**Q3. Which of the following do you use to get information about the City of Branson?**

<u>Q3. What do you use to get information about City</u>	<u>Number</u>	<u>Percent</u>
Branson Tri-Lakes News	102	50.0 %
Branson Daily Independent	127	62.3 %
Calling City	34	16.7 %
City website (www.bransonmo.gov)	70	34.3 %
Local radio	89	43.6 %
Facebook	9	4.4 %
Television news	64	31.4 %
Hometown Daily News website	53	26.0 %
Twitter	3	1.5 %
Other	17	8.3 %
<u>None chosen</u>	<u>2</u>	<u>1.0 %</u>
Total	570	

**Q3. Other**

Q3 Other

---

AOL  
 CHAMBER  
 CITY HALL VISITS  
 CONTACT CITY OFFICE  
 E-MAIL  
 GO TO THE CITY ACROSS THE STREET  
 GOOGLE  
 INDIAN POINT CHAMBER  
 NEWSLETTER  
 NEWSLETTER  
 SIGNS  
 THE WIFE  
 TXT UPDATES FROM JOEL H  
 WORD OF MOUTH  
 WORD OF MOUTH  
 WORD OF MOUTH  
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**Q4. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?**

Q4. How well does City of Branson work with other governmental organizations in our region	Number	Percent
Very well	35	17.2 %
Generally well	63	30.9 %
Somewhat well	28	13.7 %
Not particularly well	14	6.9 %
Not well at all	5	2.5 %
Don't know	59	28.9 %
Total	204	100.0 %

**Excluding "Don't Know"**

**Q4. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City? (Excluding Don't Know)**

Q4. How well does City of Branson work with other governmental organizations in our region	Number	Percent
Very well	35	24.1 %
Generally well	63	43.4 %
Somewhat well	28	19.3 %
Not particularly well	14	9.7 %
Not well at all	5	3.4 %
Total	145	100.0 %

**Q5. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=204)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Overall quality of services provided by City	19.6%	52.5%	21.1%	3.4%	0.5%	2.9%
Q5b. Appearance/visual attractiveness of City	16.2%	31.4%	23.5%	19.6%	7.4%	2.0%
Q5c. Image of City	25.0%	36.3%	19.1%	10.3%	6.9%	2.5%
Q5d. How well City is managing growth	12.3%	32.8%	25.0%	12.7%	10.8%	6.4%
Q5e. Quality of life in City	25.0%	46.6%	19.6%	3.9%	0.5%	4.4%
Q5f. Feeling of safety in City	39.2%	46.1%	8.3%	3.9%	1.5%	1.0%
Q5g. Historic Downtown Branson	24.0%	39.7%	22.5%	6.9%	2.9%	3.9%
Q5h. Highway 76	9.3%	28.4%	30.9%	21.6%	7.4%	2.5%
Q5i. Value you receive for your City taxes & fees	13.2%	30.9%	25.0%	14.7%	7.4%	8.8%

**Excluding "Don't Know"**

**Q5. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Excluding Don't Know)**

(N=204)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of services provided by City	20.2%	54.0%	21.7%	3.5%	0.5%
Q5b. Appearance/visual attractiveness of City	16.5%	32.0%	24.0%	20.0%	7.5%
Q5c. Image of City	25.6%	37.2%	19.6%	10.6%	7.0%
Q5d. How well City is managing growth	13.1%	35.1%	26.7%	13.6%	11.5%
Q5e. Quality of life in City	26.2%	48.7%	20.5%	4.1%	0.5%
Q5f. Feeling of safety in City	39.6%	46.5%	8.4%	4.0%	1.5%
Q5g. Historic Downtown Branson	25.0%	41.3%	23.5%	7.1%	3.1%
Q5h. Highway 76	9.5%	29.1%	31.7%	22.1%	7.5%
Q5i. Value you receive for your City taxes & fees	14.5%	33.9%	27.4%	16.1%	8.1%

**First Choice**

**Q6. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q6. 1st choice	Number	Percent
Overall quality of services provided by City	11	5.4 %
Appearance/visual attractiveness of City	60	29.4 %
Image of City	11	5.4 %
How well City is managing growth	27	13.2 %
Quality of life	6	2.9 %
Feeling of safety	6	2.9 %
Historic Downtown Branson	14	6.9 %
Highway 76	32	15.7 %
Value you receive for your City taxes & fees	20	9.8 %
None chosen	17	8.3 %
Total	204	100.0 %

**Second Choice**

**Q6. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q6. 2nd choice	Number	Percent
Overall quality of services provided by City	3	1.5 %
Appearance/visual attractiveness of City	26	12.7 %
Image of City	27	13.2 %
How well City is managing growth	30	14.7 %
Quality of life	7	3.4 %
Feeling of safety	12	5.9 %
Historic Downtown Branson	9	4.4 %
Highway 76	41	20.1 %
Value you receive for your City taxes & fees	17	8.3 %
None chosen	32	15.7 %
Total	204	100.0 %



**Third Choice**

**Q6. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q6. 3rd choice	Number	Percent
Overall quality of services provided by City	6	2.9 %
Appearance/visual attractiveness of City	19	9.3 %
Image of City	23	11.3 %
How well City is managing growth	17	8.3 %
Quality of life	8	3.9 %
Feeling of safety	11	5.4 %
Historic Downtown Branson	14	6.9 %
Highway 76	20	9.8 %
Value you receive for your City taxes & fees	25	12.3 %
None chosen	61	29.9 %
Total	204	100.0 %

**Sum of All Three Choices**

**Q6. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? (top 3)**

Q6. Sum of all three choices	Number	Percent
Overall quality of services provided by City	20	9.8 %
Appearance/visual attractiveness of City	105	51.5 %
Image of City	61	29.9 %
How well City is managing growth	74	36.3 %
Quality of life	21	10.3 %
Feeling of safety	29	14.2 %
Historic Downtown Branson	37	18.1 %
Highway 76	93	45.6 %
Value you receive for your City taxes & fees	62	30.4 %
None chosen	17	8.3 %
Total	519	

**Q7. Were you involved in the process that helped create "The Community Plan" 2030?**

Q7. Were you involved in "The Community Plan 2030"	Number	Percent
Yes	28	13.7 %
No	162	79.4 %
Don't know	14	6.9 %
Total	204	100.0 %

**Q8. How would you rate the physical appearance of the area where your business is located?**

Q8. Rate physical appearance of where your business is located	Number	Percent
Excellent	41	20.1 %
Good	72	35.3 %
Average	69	33.8 %
Poor	20	9.8 %
Don't Know	2	1.0 %
Total	204	100.0 %

**Excluding "Don't Know"****Q8. How would you rate the physical appearance of the area where your business is located? (Excluding Don't Know)**

Q8. Rate physical appearance of where your business is located	Number	Percent
Excellent	41	20.3 %
Good	72	35.6 %
Average	69	34.2 %
Poor	20	9.9 %
Total	202	100.0 %

**Q9. Please indicate whether your business had any contact with any unit of Branson City government during the past year related to the following issues.**

(N=204)

	Yes	No
Q9a. Business license fees	68.1%	31.9%
Q9b. Zoning	35.3%	64.7%
Q9c. Code enforcement	46.6%	53.4%
Q9d. Construction/building permits or inspections	47.1%	52.9%
Q9e. Fire inspections	80.9%	19.1%

**Q9. If YES, how would you rate the City's performance in this area?**

(N=183)

	Excellent	Good	Average	Below Average	Poor	Don't Know
Q9a. Business license fees	44.6%	29.5%	14.4%	4.3%	2.9%	4.3%
Q9b. Zoning	13.9%	27.8%	15.3%	11.1%	11.1%	20.8%
Q9c. Code enforcement	15.8%	23.2%	15.8%	18.9%	15.8%	10.5%
Q9d. Construction/building permits or inspections	22.9%	26.0%	17.7%	7.3%	14.6%	11.5%
Q9e. Fire inspections	43.6%	41.2%	10.3%	0.0%	0.6%	4.2%

**Excluding "Don't Know"****Q9. If YES, how would you rate the City's performance in this area? (Excluding Don't Know)**

(N=183)

	Excellent	Good	Average	Below Average	Poor
Q9a. Business license fees	46.6%	30.8%	15.0%	4.5%	3.0%
Q9b. Zoning	17.5%	35.1%	19.3%	14.0%	14.0%
Q9c. Code enforcement	17.6%	25.9%	17.6%	21.2%	17.6%
Q9d. Construction/building permits or inspections	25.9%	29.4%	20.0%	8.2%	16.5%
Q9e. Fire inspections	45.6%	43.0%	10.8%	0.0%	0.6%

**Q10. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following issues should be when planning the City's future?**

(N=204)

	Extremely Important	Very Important	Important	Less Important	Not Important	No response
Q10a. Preserving small-town atmosphere	44.6%	21.6%	14.7%	14.2%	2.5%	2.5%
Q10b. Promoting more retail development to serve residents needs	22.1%	25.5%	20.1%	18.1%	10.8%	3.4%
Q10c. Keeping crime rate low	77.0%	16.7%	4.4%	0.0%	0.0%	2.0%
Q10d. Ensuring that affordable housing is available inside City	30.9%	27.9%	24.0%	9.8%	4.9%	2.5%
Q10e. Minimizing tax increases	60.8%	18.1%	16.2%	2.5%	0.5%	2.0%
Q10f. Expanding employment opportunities	57.8%	19.1%	16.2%	2.5%	1.5%	2.9%
Q10g. Increasing availability of arts & cultural amenities	25.0%	27.0%	24.0%	16.7%	4.9%	2.5%
Q10h. Improving quality of local governmental services	27.5%	35.3%	27.5%	5.4%	2.0%	2.5%
Q10i. Improving quality of education opportunities available	32.8%	28.4%	24.0%	10.3%	0.5%	3.9%
Q10j. Enhancing appearance & overall beauty of City	48.0%	31.4%	16.2%	2.0%	0.5%	2.0%
Q10k. Enhancing parks & open space	30.9%	31.9%	27.5%	6.4%	1.0%	2.5%
Q10l. Preserving City's image as a "family-friendly" community	61.8%	15.2%	12.3%	6.9%	1.5%	2.5%
Q10m. "The Community Plan 2030"	18.1%	15.2%	23.0%	7.8%	3.9%	31.9%

**First Choice****Q11. Which THREE of the issues listed above do you think should be most important when planning the City's future?**

Q11. 1st choice	Number	Percent
Preserving small-town atmosphere	44	21.6 %
Promoting more retail development to serve residents needs	8	3.9 %
Keeping crime rate low	28	13.7 %
Ensuring that affordable housing is available inside City	6	2.9 %
Minimizing tax increases	18	8.8 %
Expanding employment opportunities	14	6.9 %
Increasing availability of arts & cultural amenities	4	2.0 %
Improving quality of local governmental services	8	3.9 %
Improving quality of education opportunities available	7	3.4 %
Enhancing appearance & overall beauty of City	26	12.7 %
Enhancing parks & open space	8	3.9 %
Preserving City's image as a "family-friendly" community	16	7.8 %
"The Community Plan 2030"	3	1.5 %
None chosen	14	6.9 %
Total	204	100.0 %

**Second Choice****Q11. Which THREE of the issues listed above do you think should be most important when planning the City's future?**

Q11. 2nd choice	Number	Percent
Preserving small-town atmosphere	12	5.9 %
Promoting more retail development to serve residents needs	11	5.4 %
Keeping crime rate low	25	12.3 %
Ensuring that affordable housing is available inside City	17	8.3 %
Minimizing tax increases	21	10.3 %
Expanding employment opportunities	28	13.7 %
Increasing availability of arts & cultural amenities	10	4.9 %
Improving quality of local governmental services	2	1.0 %
Improving quality of education opportunities available	5	2.5 %
Enhancing appearance & overall beauty of City	27	13.2 %
Enhancing parks & open space	6	2.9 %
Preserving City's image as a "family-friendly" community	15	7.4 %
"The Community Plan 2030"	1	0.5 %
None chosen	24	11.8 %
Total	204	100.0 %

**Third Choice****Q11. Which THREE of the issues listed above do you think should be most important when planning the City's future?**

Q11. 3rd choice	Number	Percent
Preserving small-town atmosphere	11	5.4 %
Promoting more retail development to serve residents needs	6	2.9 %
Keeping crime rate low	20	9.8 %
Ensuring that affordable housing is available inside City	9	4.4 %
Minimizing tax increases	17	8.3 %
Expanding employment opportunities	16	7.8 %
Increasing availability of arts & cultural amenities	6	2.9 %
Improving quality of local governmental services	5	2.5 %
Improving quality of education opportunities available	11	5.4 %
Enhancing appearance & overall beauty of City	13	6.4 %
Enhancing parks & open space	7	3.4 %
Preserving City's image as a "family-friendly" community	34	16.7 %
"The Community Plan 2030"	5	2.5 %
None chosen	44	21.6 %
Total	204	100.0 %

**Sum of All Three Choices****Q11. Which THREE of the issues listed above do you think should be most important when planning the City's future? (top 3)**

Q11. Sum of all three choices	Number	Percent
Preserving small-town atmosphere	67	32.8 %
Promoting more retail development to serve residents needs	25	12.3 %
Keeping crime rate low	73	35.8 %
Ensuring that affordable housing is available inside City	32	15.7 %
Minimizing tax increases	56	27.5 %
Expanding employment opportunities	58	28.4 %
Increasing availability of arts & cultural amenities	20	9.8 %
Improving quality of local governmental services	15	7.4 %
Improving quality of education opportunities available	23	11.3 %
Enhancing appearance & overall beauty of City	66	32.4 %
Enhancing parks & open space	21	10.3 %
Preserving City's image as a "family-friendly" community	65	31.9 %
"The Community Plan 2030"	9	4.4 %
None chosen	14	6.9 %
Total	544	

**Q12. In the next 12 months, is your business considering any of the following?**

<u>Q12. Is your business considering</u>	<u>Number</u>	<u>Percent</u>
Expanding your business in Branson	39	19.1 %
Relocating to another location in Branson	12	5.9 %
Relocating to another location outside Branson	15	7.4 %
Downsizing	10	4.9 %
Closing	6	2.9 %
Don't know	25	12.3 %
None of these	115	56.4 %
Total	222	

**Q13. What do you like and/or not like about having a business in Branson?**

Open-ended comments are provided in section 3 of this report



**Q14. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following:**

(N=204)

	Excellent	Good	Neutral	Below Average	Poor	Don't know
Q14a. As a place to live	49.0%	37.3%	7.8%	1.5%	1.0%	3.4%
Q14b. As a place to raise children	51.0%	33.3%	6.4%	2.5%	0.5%	6.4%
Q14c. As a place to work	36.8%	33.8%	15.7%	9.3%	2.0%	2.5%
Q14d. As a place to retire	46.6%	33.8%	10.8%	2.5%	1.0%	5.4%
Q14e. As a place to visit	62.7%	25.0%	7.4%	2.0%	0.0%	2.9%
Q14f. As a City that is moving in right direction	24.5%	31.9%	21.1%	12.7%	6.9%	2.9%

**Excluding "Don't Know"**

**Q14. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following: (Excluding Don't Know)**

(N=204)

	Excellent	Good	Neutral	Below Average	Poor
Q14a. As a place to live	50.8%	38.6%	8.1%	1.5%	1.0%
Q14b. As a place to raise children	54.5%	35.6%	6.8%	2.6%	0.5%
Q14c. As a place to work	37.7%	34.7%	16.1%	9.5%	2.0%
Q14d. As a place to retire	49.2%	35.8%	11.4%	2.6%	1.0%
Q14e. As a place to visit	64.6%	25.8%	7.6%	2.0%	0.0%
Q14f. As a City that is moving in right direction	25.3%	32.8%	21.7%	13.1%	7.1%

**Q15. Please rate the labor pool in Branson in the following areas:**

(N=204)

	Excellent	Good	Average	Below Average	Poor	Don't know
Q15a. Quality of labor	6.4%	17.2%	33.3%	19.6%	11.8%	11.8%
Q15b. Availability of labor	8.8%	20.1%	28.4%	23.0%	7.4%	12.3%
Q15c. Stability of work force	4.9%	12.7%	32.8%	29.4%	8.3%	11.8%
Q15d. Attitude of employees	8.3%	21.1%	32.8%	19.1%	6.9%	11.8%
Q15e. Productivity of workforce	7.8%	20.1%	39.2%	14.7%	5.9%	12.3%

**Excluding "Don't Know"****Q15. Please rate the labor pool in Branson in the following areas: (Excluding Don't Know)**

(N=204)

	Excellent	Good	Average	Below Average	Poor
Q15a. Quality of labor	7.2%	19.4%	37.8%	22.2%	13.3%
Q15b. Availability of labor	10.1%	22.9%	32.4%	26.3%	8.4%
Q15c. Stability of work force	5.6%	14.4%	37.2%	33.3%	9.4%
Q15d. Attitude of employees	9.4%	23.9%	37.2%	21.7%	7.8%
Q15e. Productivity of workforce	8.9%	22.9%	44.7%	16.8%	6.7%

**Q16. Do you know who your local (City of Branson) elected officials are?**

Q16. Do you know who your local elected officials are	Number	Percent
Yes	137	67.2 %
No	67	32.8 %
Total	204	100.0 %

**Q17. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following are to the success of your business.**

(N=204)

	Extremely Important	Very Important	Important	Less Important	Not Important	Not Applicable
Q17a. Tourism industry	75.5%	8.8%	5.4%	3.9%	3.9%	2.5%
Q17b. Membership in local organizations	19.1%	20.6%	25.5%	20.6%	12.7%	1.5%
Q17c. Mass transit for tourists	17.6%	15.7%	28.4%	21.1%	15.7%	1.5%
Q17d. Mass transit for your employees	11.3%	13.2%	22.1%	28.4%	23.0%	2.0%
Q17e. Citywide smoke-free environment for public places	28.4%	17.2%	15.7%	16.2%	20.1%	2.5%

**First Choice****Q18. Which TWO of the issues listed above do you think should be most important when planning the City's future?**

Q18. 1st choice	Number	Percent
Tourism industry	135	66.2 %
Membership in local organizations	3	1.5 %
Mass transit for tourists	16	7.8 %
Mass transit for your employees	12	5.9 %
Citywide smoke-free environment for public places	16	7.8 %
None chosen	22	10.8 %
Total	204	100.0 %

**Second Choice****Q18. Which TWO of the issues listed above do you think should be most important when planning the City's future?**

Q18. 2nd choice	Number	Percent
Tourism industry	15	7.4 %
Membership in local organizations	28	13.7 %
Mass transit for tourists	47	23.0 %
Mass transit for your employees	15	7.4 %
Citywide smoke-free environment for public places	41	20.1 %
None chosen	58	28.4 %
Total	204	100.0 %

**Sum of Both Choices****Q18. Which TWO of the issues listed above do you think should be most important when planning the City's future? (top 2)**

Q18. Sum of Both Choices	Number	Percent
Tourism industry	150	73.5 %
Membership in local organizations	31	15.2 %
Mass transit for tourists	63	30.9 %
Mass transit for your employees	27	13.2 %
Citywide smoke-free environment for public places	57	27.9 %
None chosen	22	10.8 %
Total	350	

**Q19. Approximately how many employees do you employ in Branson?**

Q19. How many employees do you employ	Number	Percent
Less than 5	79	38.7 %
5-10	48	23.5 %
11-24	29	14.2 %
25-49	20	9.8 %
50-99	9	4.4 %
100-249	14	6.9 %
250+	3	1.5 %
Not provided	2	1.0 %
Total	204	100.0 %

**Q20. How would you best describe your business? Are you a manufacturer, wholesaler, etc.?**

Q20. How would you best describe your business	Number	Percent
Retail trade (not food service)	51	25.0 %
Hotel/Motel/Lodging	46	22.5 %
Entertainment, recreation	23	11.3 %
Professional services	19	9.3 %
Retail food service	15	7.4 %
Not for profit	11	5.4 %
Finance/insurance/real estate	10	4.9 %
Health care/medical/social services	9	4.4 %
Other	8	3.9 %
None chosen	5	2.5 %
Construction	4	2.0 %
Transportation/Manufacturing	2	1.0 %
Communications	1	0.5 %
Total	204	100.0 %

**Q20. Other**

Q20 Other

APARTMENT

LIVE BUTTERFLY EXHIBIT

RESORT MARINA

RV PARK

THEATRE-FITTINGS CLOTHING

TRAVEL BUSINESS

VETERINARY

WHOLESALE

**Q21. Approximately how many years has your organization been located in Branson?**

Q21. How many years has your organization been  
located in Branson

	Number	Percent
Less than 5 years	15	7.4 %
5-10 years	46	22.5 %
11-20 years	53	26.0 %
20+ years	90	44.1 %
Total	204	100.0 %

**Q22. Which of the following best describes your position in your organization?**

Q22. Your position in your organization

	Number	Percent
Owner	108	52.9 %
Senior manager	70	34.3 %
Senior staff	17	8.3 %
Other	9	4.4 %
Total	204	100.0 %

**Q22. Other**

Q22 Other

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CLINIC MANAGER  
FRONT DESK  
FRONT DESK  
GENERAL STORE MANAGER  
GM  
GM  
OPERATIONAL MANAGER  
PARTNER  
RETIRED

**Q23. [Optional Comments] If there are any other issues or suggestions you would like to make, please provide your comments in the space listed below.**

Open-ended comments are provided in section 3 of this report

## Section 3:

# Open-Ended Comments

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## Overview

During the survey, respondents were given the option of providing open-ended comments for question 13. The survey read as follows: “Q13. What do you like and/or not like about having a business in Branson?”

While the open-ended comments are not statistically valid, they provide useful insights for interpreting the reasons behind respondents’ survey responses. The results were recorded verbatim, so spelling and grammatical errors have not been corrected.



Q13. What do you like and/or not like about having a business in Branson?

- The city does an overall good job. Taxes need to be capped or lowered. City needs to market itself to attract more shows and tourism
- No public transportation.
- Dislike-labor pool, employees, new entertainment for 30 & 40 yr. olds. Like-family friendly, small town.
- More parking for employees.
- Overall, it's a safer place to operate a business. I don't care for the low-cultural aspect of Branson. It needs a more progressive approach to entertainment and dining.
- Like the small town atmosphere and the way the tourists say that everyone is really nice and friendly. The only thing I dislike is the lack of communication when it comes to what is going on in town.
- The city seems to cater to big business and shun small "mom and pop" businesses that made Branson what it is today. The city needs to get back to helping small business as much or more than it does corporate businesses that take money out of the city, county and state. Corporate businesses don't support local causes the way the small "mom and pop" businesses do.
- Extremely difficult to do improvements when the right hand doesn't know what the left hand is doing.
- Rude employees that don't return phone calls and play favorites.
- Don't like the seasonality of the retail environment.
- We aren't a tourist business, but still have to pay tourism tax. If we relocated in Hollister, it wouldn't effect our business.
- Dislike-quality of employee labor pool. Like-small town feel and it's family friendly.
- It seems there is too much emphasis on city related venues/properties and not enough focus on the background of Branson, which is entertainment. Refocusing and an open mind needs to take place.

Q13. What do you like and/or not like about having a business in Branson?

- I like the natural beauty surrounding the town. I like the size of the town. I dislike the cheesy appearance of the strip.
- I believe there is a reputation in Branson of catering the shows to the older generation. I feel a more balanced, equally balanced approach for marketing would help attract the younger crowd to Branson.
- Marketing is too focused on promotion of the theatres and the "hillbilly" history which limits the appeal of Branson to the younger tourists.
- I have always liked the family atmosphere and quality of tourists. The last few years, though, our leadership hasn't thought far enough in to the future and thought outside the box. City government and Chamber of Commerce seems to think that the music industry can continue to be used to draw tourists here, they aren't working hard enough to get clean, light industry in to the area. this would give us a better, non-transient type of population base. Also, while sports activities are great, look around at finding leaders that have actually lived outside of this area.
- Don't like the empty/vacant and/or run down businesses in the first 1/4 mile of the strip west of 65!
- History, charm, small town feel and the tourists.
- I like owning a business in Branson and providing a service to the local community.
- The city is very anti-small business. Zoning rules are arbitrary. Under the current government, Branson would have never happened as we know it.
- I like where I live. I dislike the old, raggedy buildings on 76 hwy.
- Seasonal economy-we need to work towards developing a stronger Spring season.
- City taxes and fees; city finance department. I'm not sure the city understands what is going on in the community, financially, and how hard it is.
- The seasonal flow of business.
- Seasonality, dependence of tourism.
- I love Branson, but the code people are heavy handed and there is no consistency. Every business owner I speak with is angry with the city of Branson over their codes.

Q13. What do you like and/or not like about having a business in Branson?

- I would like to see big name entertainment come back to Branson like we had in 2002/2003. We have too many empty theatres (Grand Palace/Star Theatre). I would like for the city of Branson to become a year round travel destination.
- Like: small town atmosphere with Christian building values, safety and the community willingness to extend a helping hand. Dislike: run-down businesses and "for sale" signs on 76.
- The city's constant infringement on private property rights, hinder businesses in Branson. The economy is bad enough, don't make it more expensive to have a business in Branson.
- We like the emphasis on treating visitors as family, make it (Branson) their 2nd home.
- Love the area-City recycling pick-up program. Recycling isn't mentioned on this survey in future planning and certainly should be.
- Large town opportunities with small town feel.
- I love having a business here, because our vision is a "small town specialty store" and we want to be the preferred place to shop. We feel right at home. Our customers always compliment us on our outstanding customer service, commenting "we'll be back".
- Great opportunity, appearance of ethical government; happy city overall.
- I like the family atmosphere, but I'm concerned with the increase in the number of liquor stores and some "adult" content in a few shows.
- Pride for our town/community.
- I don't like the fact that the city and the Chamber seem to promote over-building and the city keeps sinking money in fiscally draining projects. Focus on success instead.
- I think that Branson is a wonderful place to have a business, however I'm concerned about Branson long-term as growth potential is hampered.

Q13. What do you like and/or not like about having a business in Branson?

- Like: local community, beauty and the new airport. Dislike: shortage of skilled labor for high tech jobs and business professional services.
- Having to rely on tourism to keep my business operational.
- Good flow of tourists-everyone wishes Winter was better.
- The Branson community doesn't work well together. No one business or show/attraction will recommend another outside of their own family. In my opinion, this cut-throat attitude is the reason Branson hasn't gained in destination percentages or grown in population. Our largest venue sits vacant and now rotting! A beautiful theme park crumbling and becoming an eyesore.
- The city sometimes seems to be opposed to growth. Way too much regulation, making it difficult and very time consuming to run and build a business and remain competitive.
- High property tax.
- It seems sometimes, the city government fights against us when we're trying to make improvements to our business.
- Good people to employ and work with. Not a large amount of business development resources.
- So many time consuming rules/ordinances that a new small business can barely get started in Branson. We must remain competitive.
- It's very frustrating to try to promote our company to tourists when the City discourages every possible opportunity to increase the tourism base. The City seems to be so bent on keeping its' narrow view of a "family friendly" community and a HEE-HAW image that potential visitors with more spending dollars and a broader world view aren't interested in coming.
- Everyone talks about how difficult it is to do business here with planning & zoning. City of Branson makes too many bad business decisions without taxpayer input or support.

Q13. What do you like and/or not like about having a business in Branson?

- It feels like 1982. Lake of the Ozarks has better appeal, that's sad. Town is very, very, very dated and will die if it doesn't get with the times.
- Too much City government control and also too many inconsistencies-example-sign codes: some businesses can do as they please while others are extremely limited.
- Tourism is our only business. Need to do everything possible to make tourists welcome and increase the number of tourists.
- Centrally located for tourists.
- Taxes are high for me and having to get permission every time I want to hang a banner to promote my business is a pain. A banner would help bring in guests and keep my business successful.
- Really dislike how the City promotes chain stores. The original mom and pop run businesses are becoming so scarce, they are what helped make Branson what it is too. It was the small town, friendly, "hillbilly" way that attracted people. Now, we're just like every other town with the same chain stores and we've lost our uniqueness.
- People in this town are great. The majority of the time it's very safe. Good people in city government-I believe they try to do what's right, thanks!
- Downtown trolleys aren't working.
- I don't like some of the taxes, i.e.: Downtown transportation tax-trolleys not working; County ambulance tax; some sales tax-laundry & parkway; TIF's & CID. In general, sales tax in Branson is way too high.
- It's small town USA. We love the support from the city in the theatre industry.
- The time it takes to get anything approved.
- We need more events in Branson! Need top name entertainers, not the no-name people nobody has ever heard of. Branson is dying off, there needs to be a change.
- Branson makes it easy to do business. Branson seems to promote over-building. Branson should stop subsidizing the airport and they need to stop buying buildings and focus those resources towards theatre and attraction success.

Q13. What do you like and/or not like about having a business in Branson?

- Branson is a wonderful place to do business, but it needs to stop paying the airport and buying other buildings for things like malls and put more effort in to other attractions and theatres.
- It's a nice place to live and work. Nice people and surroundings.
- People don't know we're here-need to be advertised/promoted by the city.
- Good tourist traffic.
- It's a small town that does allow business to flourish with the tourist trade.
- The city tends to focus on the tourist and they need to give some attention to the permanent residents.
- I don't like the location of my store. It was good, but it's been built around. Some of the surrounding hotels need to be repaired/maintained.
- We need more affordable housing and less long-term stay motels.
- I like the business atmosphere but dislike the economy.
- We like the relationships built with returning customers.
- I dislike having to "fight" the city on zoning codes.
- I get tired of having to explain/justify a 20 year TIF tax...most expire in seven years.
- The people are nice; heavy retail traffic; "growing" with the customers. I've been at this store for 5 years and have built relationships with my customers and watched their children grow up.
- Government intrusion.
- I dislike the politics-the City doesn't promote smooth transitions.
- Don't like that there are no street lights near my business. It's dark down here and I feel the lack of street lights keeps the customers away.
- The low volume of traffic on our street.
- It's hard for visitors to attend service because of traffic flow on the "strip"/76.
- The excellent fire department.
- I like the people I meet and the opportunities here.

Q13. What do you like and/or not like about having a business in Branson?

- I dislike the "off" season when our business has to depend on the locals-they're all laid off for the season and don't have any money to spend.
- Love this town! Tourism is dying here!! The City needs stars coming-all the little towns around us have bigger stars than Branson. Take a drive on 76 W from 65 and take a look-the appearance is awful! Small town-we make our living 100% on tourism. When there is no tourism here (going to other destinations) we will have to also. The City has put all of our tax money in the Landing-what about the 76 strip that put Branson on the map?!? Every tourist who comes to our town travels the 76 strip, it's iconic-I'm embarrassed by it-do the people at the City know we have a 1x shot at interesting a family?!?!?
- Red tape: I've heard man people considering buying land and building, but there is too much hassle, fines for removing trees, etc. I've considered building a warehouse, but I won't do it in Branson because of the hassle.
- Dislike the fact that business is seasonal.
- I like the tourists, they come here happy!
- I like the tourists, the repeat business and the low crime rate.
- Branson is not a business friendly place. Make it easier/smoothen to start and grow a business.
- I like the small town feel. I dislike the strip, it needs help now, not in 2030.
- I dislike the seasonality of business. I like the tourists that are happy when they come here...the whole city is a happy place.
- I like the interaction with the tourists.
- The location-it's quiet and close to everything. Good location for guests to find the activities.
- I like everything here, it's very good.
- I've never really been anywhere else.
- Love the atmosphere.
- I like the fact that the merchants work together, but it can be cut-throat at times.

Q13. What do you like and/or not like about having a business in Branson?

- I like the residents of Branson and the customer base. I don't like the low wages because I can't keep my tenants, they can't pay the rent.
- I like the tourists, the friendly atmosphere and the local workforce. I don't like the seasonal business.
- I like the shows and entertainment.
- It's peaceful, quiet and safe.
- I've been here all my life-I love it!
- I like being part of the hometown, wholesome feel, that the guests enjoy.
- I dislike the lack of promotion of The Landing by the City.
- Meeting so many tourists and residents of the City as well as the City employees.
- Too much red tape.
- The city imposes too many regulations on business and is more concerned with getting new business and not respecting business based in our community that keep the money here - big corporations take profits out and with TIF's do not pay enough taxes.



## Overview

At the end of the survey, respondents were given the option of providing any additional open-ended comments that they might have. The survey read as follows: “If there are any other issues or suggestions you would like to make, please provide your comments in the space listed below. [You may attach additional sheets, if necessary.]”

While the open-ended comments are not statistically valid, they provide useful insights for interpreting the reasons behind respondents’ survey responses. The results were recorded verbatim, so spelling and grammatical errors have not been corrected.

Q23. If there are any other issues or suggestions you would like to make, please provide your comments:

- We need a bicycle "highway" connecting to Branson west.
- Bring in more entertainment by promotions. Raising the labor force in education, overall quality and increasing the labor pool.
- Our taxes, utilities and water companies shouldn't be able to charge fuel charges and then never take them out and should have a limit as to when and how much they can keep increasing our bills. The Branson Landing is costing us too much money! The Factory Merchants Mall should be rented cheap and filled with men's stores.
- Police and fire doing a great job. Would like more communication between code of engineers and the city to get correct information when open and drain TRD-thanks!
- The parking garage run by Hilton isn't being used. They should allow employees of downtown to rent a space at a price they can afford or owners should pay. It would be better to receive \$10-\$15 per month for employees than to let it set empty 98% of the time.
- Branson really needs a better variety of shows and more diverse ethnic foods. We need grocery stores that have a better selection of produce and healthier foods. Definite need for development of fine arts. A good example of a progressive business would be "Vintage Paris" in Hollister.
- The city needs an indoor pool at the RecPlex for year round swimming-make it happen please. The city and county need to build a modern library center urgently.
- Atlantic street will need some kind of help in the future. It's already a very busy street and will become more so with the commercial development at the west end of Atlantic.
- 76 hwy needs a facelift in the worst way! It looks run down and almost like a 3rd world country hwy.

Q23. If there are any other issues or suggestions you would like to make, please provide your comments:

- As the quality and national recognition of the Branson shows continues to decrease, so will the level of tourism and subsequently the success of the city and its' business community.
- We operate a roller skating rink and have been providing this community with a safe, fun place for the kids, schools, churches, etc. to hang out and we've been in business for 37 years and to this day, we don't think we should have to pay a tourism tax because less than 1% of our business is tourist related.
- Resolve the airport pay-for-performance issue!
- Need a handicapped ramp or curb in downtown Branson at the NW corner of E. Main and Sycamore street. Street cleaner/sweeper does a great job on Thursdays and Sundays, I appreciate that.
- City support to help after the tornado was minimal for business while my taxes, water and other services are higher, solely because I am a business. Police don't enforce speed limits, ignore negligent drivers and illegal parking. They drive past illegal parking daily, in my area.
- On 76 hwy and other areas around Branson, there are a lot of unused or closed buildings, If you could make it more affordable with tax breaks and make it easier to rent these empty spaces, maybe that would attract more businesses to the area and those empty spaces/buildings could be used to generate more income for Branson.
- I believe with all of the low income apartments and housing sprouting up, we have invited crime! Need to do more prosecuting of "petty" crimes so they aren't comfortable remaining in the area.
- Stop running off potential investors that want to do business in Branson. Create an environment where they feel wanted when they present a business idea or opportunity.

Q23. If there are any other issues or suggestions you would like to make, please provide your comments:

- For growth, Branson needs to look beyond the seasonal show tourist and re-invent itself in ways that will promote year round opportunities. Higher education is essential and then career opportunities/business for the highly educated need to be available for growth opportunities. Tourism needs to re-invent itself and attract the eco-tourist group and athletic tourist. Utilize and take advantage of international opportunities to market to groups such as the Ironman competition, build upon it with year round guest clinics and seminars of how to prepare/train. Take advantage of eco-tourism such as stand-up paddle boarding which is friendly to all age groups and ability levels. Maintain "small town Americana" appeal.
- When you think of 76, think of Las Vegas, not the gambling, but the lights and excitement! The 2030 plan is bland and boring. Find some videos of downtown Tokyo, Hong Kong, etc. for that is our future competition. Don't shackle us.
- If city government really cared about what I think, they would be in my office asking for my opinions and ideas in person. I can only assume that the purpose of this survey is to allow Branson City Government yet another opportunity to hold a press conference or issue a press release that "educates" us on what a great city government they are.
- Make the strip on 76 more inviting and presentable.
- I would like to see more paved trails built to accommodate bikers, runners, and walkers; not just to promote tourism, but also for the local community residents.
- The city needs to understand business needs better. The sign and other codes are stifling too many. The city staff assigned often have horrible people skills. When a business is trying to make payroll, it's very frustrating to be told you need a \$5 sign permit or take it down immediately.

Q23. If there are any other issues or suggestions you would like to make, please provide your comments:

- Something needs to be done to help businesses stay in business. Branson needs to stay out of our business and let us run our own businesses. Charging me a fee to hang a banner on my own property is ridiculous. I can't set merchandise by the road on my property because "the city" doesn't like it. Customers like and expect it. Also, when the city does make a law, they don't enforce it equally.
- Recycling should be a focus. I can only imagine Branson's carbon footprint with the number of tourists we have.
- The city needs to be more helpful to the area businesses and less adversarial. I will never call the police for help because they embarrassed me and they were inconsiderate and very unprofessional (occurrence in 2010).
- Audit how the \$400k "maintenance" fee for the fountains is spent. Get the city to cut back its' portion of the Hilton's payroll. Stop doing laundry for the Hilton. Don't pay for the chef at the Hilton.
- The operations of the city have improved substantially in the last 5 yrs. The city is more service, communication and outreach oriented.
- We need growth in the business sector i.e., tourism, and the city needs to be competitive with other cities in trying to attract new businesses-we need a business/city task force.
- Thank you for the survey!
- Streets in residential area of downtown Branson are in terrible condition.

Q23. If there are any other issues or suggestions you would like to make, please provide your comments:

- Branson's current environment doesn't allow any new major venue or attractions to be located here. We're surviving on "the past", i.e., Andy Williams, the 50's, 60's, and of course, Elvis. A rapper performed here a couple of years ago, sold out show. The City fathers and mothers opposed the appearance, not sure why, I thought we live in America, where we are given the freedom of speech. Some, including myself, may not enjoy this type of performance, but the trickle down effect can have a great impact on the city's economy. It's the city of Branson's responsibility to encourage different venues into our city. This can't be legislated, but a positive attitude towards new business is a must. Many empty theatres, many empty hotel rooms, and many empty restaurant seats. A biased business owner shouldn't be involved in city politics. I've been in the passenger transportation business for 17 yrs. with many Branson customers, but many others outside this area. The business attitude here is so cut-throat, it's becoming difficult to stay here. We started here, Taney County hassled us, so we moved to Stone County to avoid any further problems. We still maintain office space here and are proud to be a Branson supporter. We had high hopes of an airport here, then when that was finally achieved, we were denied open access to our inbound customers. We still encourage them to arrive other places. An arriving customer should be able to choose their own mode of transportation, so once again, no supporting each other in our business environment. Hopefully, others will be honest in their responses to this survey.
- We need to produce-whether that is making a product, selling a product or providing a service. Promote business growth, that will in turn provide more tax dollars to provide services we all want and need.
- All city inspectors to use the same page.

Q23. If there are any other issues or suggestions you would like to make, please provide your comments:

- Might be good if a committee could be organized consisting of business personnel such as bankers. Realtors, business owners, lawyers, architects, etc., that could give input on how proposed ordinances could affect business growth for the area. Meet with them for 30 minutes before or after council meetings.
- We rated Quality of Fire Service, in Section 1, at 4 for actual serviced provided, however, customer service is a 1. This seems to be the culture of City employees in all departments, that rather than encouraging local businesses they should make things as difficult as possible. The underlying message is that the City doesn't want local businesses to succeed. In fact, it seems to go out of its way to squeeze every tax dime from local businesses as well as the tourists on whom we all rely, in one way or another, for our livelihoods. The City also seems to go out of its ways to discourage and deflect new businesses and new venues that could bring badly needed tourists and dollars into town.
- Seek proposals for red roof, don't tear down. Work on entertainment future of Branson, that's what makes us unique.
- Don't tear down factory outlets.
- Very disappointed in the appearance of W. Hwy 76-it looks like all maintenance and beautification funds and efforts are being used for the Landing and nothing spent to improve the appearance of W. Hwy 76.
- We love the people of MO. They are very warm and welcoming. We like the small town feel. We chose Branson for our resort location because it's atmosphere and attractions, i.e., theatres, Silver Dollar City, and the lake. We'd like to see the Lake quality emphasized and the appearance of Hwy 76 improved. We'd like to see zoning on billboards /signs along Hwy 76.
- City needs to use much caution in it's management of growth. Too often "growth management" causes no growth and eventually decline.

Q23. If there are any other issues or suggestions you would like to make, please provide your comments:

- The City needs to stand behind local businesses promoting small businesses. All we hear about it the Landing, which is nothing but stores found in most cities. Branson has lost its appeal. We need to get "big named entertainers" back to Branson too. Instead of worrying about how to change, maybe looking back would be more beneficial. Also, my biggest complaint that wasn't addressed in this survey is the "extended stay" dumpy hotels, they need to be eliminated.
- We need to get the tornado debris/damage cleaned up, it's making the entire town look bad. It sure would be great for everyone to get the tourism back to great levels.
- Bike trails-on and off road. Thanks.
- For the past 2 years, we've seen a steady decrease in mall traffic.
- Branson needs a tax-supported, high quality library!
- The city has greatly improved from 5 yrs. ago in its' effectiveness. Aldermen should have some business geographic area meetings.
- In the past few years, Branson has made great strides towards improvement. It would be beneficial if the aldermen would have small meetings of businesses grouped in the same area of the city.
- Please schedule the street sweeper after the Landing closes so the parking spaces are empty and can be cleaned.
- Clean the city streets, lots of cigarette butts in/on the curbs.
- Fix up some of the motels around my business.
- Need to re-examine the current marketing materials. I feel there is room for improvement.
- We need a city engineer that knows the codes and can approve/disapprove building plans so the business doesn't have to hire an engineer....that's the city's job.
- When we had to relocate because of the flood, we were told we could have a temporary sign up for 30 days out of the year. I've seen signs up now for 4 months, where's Code Enforcement?



Q23. If there are any other issues or suggestions you would like to make, please provide your comments:

- I like the relationship we have with local law enforcement.
- Why do we pay a part of the Hilton labor cost?
- Encourage the city to be less intrusive to small businesses.
- The free shows at the Landing are ruining my business.
- Start mailing out non-biased information regarding the issues on ballots for the upcoming elections. Find a way to let residents be exempt from the "tourist tax". We live here and the tourism tax is choking us.
- The City needs to help businesses rather than taking the stance of "what code is the business violating and how can we catch them?".
- The Landing has pulled business from the shows and isn't producing as promised.
- 12-14 yrs. ago, tourism was booming here! The Grand Palace is the center of this town-spend City money and get it open with stars coming back to this town-all these vacant theatres are giving tourists the feeling and us, as business owners, the town is dying. For every 1 tourist we have, they tell 10 of their experience. Are we sending good message of the look of our town? NO!! Weekly and monthly motels on strip should be outlawed! cops are at them on a daily basis because they are "drug houses" tourists see this!!Also, we travel to many tourist towns and every town that relies on the tourist trade has a beautiful entry into their town...."Welcome to Branson" sign is needed with a beautiful, landscaped rock garden. We have dying trees and small little plants which are dead-this is coming off 65 hwy in both directions-the City has spent all beautification money on the Landing! "For Sale" signs all over the strip-limit them-years ago they were limited to real estate magazines. Too many tattoo parlors on the strip-can there be a limit to how many we have and especially on the 76 strip? this is a family destination place and all the tattoo parlors are attracting "trash" to this town. When the Grand Palace closed, the strip started dying and all of our tourists are and have been questioning, why???

Q23. If there are any other issues or suggestions you would like to make, please provide your comments:

- We need to slow retail expansion. The Landing was a mistake, it killed many other businesses in town that were family businesses and replaced them with big corporate stores. Planning on that was horrible. Why put the back of your building to the water and then have "water front" parking? why didn't they have the stores face the water and then park behind the stores?
- Make it business friendly; less regulations; help start and grow businesses.
- Hire a board of professionals to study the impact of large changes before the changes are made.
- Re-open the Grand Palace. Radar and patrol the school zones. Listen to the tourists feedback and revitalize downtown-enough of The Landing already!
- Reduce the number of extended stay hotels/motels, they hurt the image of the town. We need uniform building codes to improve the look of the city. The downtown shops need to stay open at night. There needs to be traffic control on Sunday mornings. We need more ball diamonds. We need street repair and faster guardrail repair/replacement.
- I don't like the idea of the City tearing down the Red Roof Inn and putting in a sports center.
- The City is doing a really good job. We need an opera house. The park restrooms are a disaster!
- The police officer went out of his way to make me feel like the criminal when I called to report a recent shoplifting. I know most of the brass on sight, and it seems strange that I can't get anyone I know when I want them to respond quickly and not at some political event when they want support or money. Mass transit doesn't work until you separate the rider from his personal automobile. I've been mad ever since the City rammed through the 1% sales tax to pay for the trolleys and present leadership likes the money.

Q23. If there are any other issues or suggestions you would like to make, please provide your comments:

- I would like the City to keep the family atmosphere and they need to find a way to regulate the ethics of some businesses.
- Try to make the City less seasonal.
- The City needs to enforce codes, i.e., mowing and trimming-some of the empty lots, close to Ripley's, are growing wild.
- The interviewer was extremely professional and I thank you for calling me.
- I'm glad I live in Branson, it's a wonderful place to be.
- We need to beautify the City and enhance the natural beauty.
- As a business owner, I feel that each business should make the decision about smoking. As for historic downtown, it's been replaced by The Landing. It's sad to see so many businesses replaced with shops and restaurants that come and go.
- Our business isn't located inside City limits.
- Branson has lost focus on important issues. If they were more business friendly, new business would come to the strip and build and renew on their own. You cannot take from the business forever; we are not rich. Most of us are making modest livings, being responsible with employees and commitments. Make it easy for us to survive and we will be good to tourist and in turn they will come back and spend more money again and again.

## Section 4:

# Survey Instrument

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# 2012 City of Branson Business Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify ways to improve the quality of City services. If you have questions, please contact Garrett Anderson at 417-337-8589 or [ganderson@bransonmo.gov](mailto:ganderson@bransonmo.gov).



1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of police service	5	4	3	2	1	9
B.	Quality of fire service	5	4	3	2	1	9
C.	Quality of City parks and recreation programs and facilities	5	4	3	2	1	9
D.	Maintenance of City streets and infrastructure	5	4	3	2	1	9
E.	Enforcement of City codes and ordinances	5	4	3	2	1	9
F.	Quality of customer service you receive from City employees	5	4	3	2	1	9
G.	Effectiveness of City communication with the public	5	4	3	2	1	9
H.	Management of traffic flow on City streets	5	4	3	2	1	9
I.	Management of stormwater runoff	5	4	3	2	1	9
J.	Water and Sewer rate	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

3. Which of the following do you use to get information about the City of Branson? (Please check all that apply.)

☐ (01) Branson Tri-Lakes News      ..... ☐ (06) Facebook  
☐ (02) Branson Daily Independent      ..... ☐ (07) Television news  
☐ (03) Calling the City      ..... ☐ (08) Hometown Daily News website  
☐ (04) City website ([www.branstonmo.gov](http://www.branstonmo.gov)) .. ☐ (09) Twitter  
☐ (05) Local radio      ..... ☐ (10) Other: \_\_\_\_\_

4. **Regional Cooperation.** How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

☐ (5) Very well      ..... ☐ (2) Not particularly well  
☐ (4) Generally well      ..... ☐ (1) Not well at all  
☐ (3) Somewhat well      ..... ☐ (9) Don't know

5. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	Appearance/visual attractiveness of the City	5	4	3	2	1	9
C.	Image of the City	5	4	3	2	1	9
D.	How well the City is managing growth	5	4	3	2	1	9
E.	Quality of life in the City	5	4	3	2	1	9
F.	Feeling of safety in the City	5	4	3	2	1	9
G.	Historic Downtown Branson	5	4	3	2	1	9
H.	Highway 76	5	4	3	2	1	9
I.	Value you receive for your City taxes and fees	5	4	3	2	1	9

6. Which **THREE** of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 5 above.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

7. Were you involved in the process that helped create "The Community Plan" 2030?

\_\_\_\_(1) Yes \_\_\_\_ (2) No \_\_\_\_ (9) Don't know

8. How would you rate the physical appearance of the area where your business is located?

\_\_\_\_(1) Excellent

\_\_\_\_(4) Poor

\_\_\_\_(2) Good

\_\_\_\_(9) Don't know

\_\_\_\_(3) Average

9. Please indicate whether your business had any contact with any unit of Branson City government during the past year related to the following issues.

*If YES, how would you rate the City's performance in this area?*

Have you had this type of contact with the City?				Type/Area of Contact	Excellent	Good	Average	Below Average	Poor	Don't Know
A.	YES	NO		Business license fees	5	4	3	2	1	9
B.	YES	NO		Zoning	5	4	3	2	1	9
C.	YES	NO		Code enforcement	5	4	3	2	1	9
D.	YES	NO		Construction/building permits or inspections	5	4	3	2	1	9
E.	YES	NO		Fire inspections	5	4	3	2	1	9

- 10. Future Planning.** Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

<u>Reason</u>	Extremely Important	Very Important	Important	Less Important	Not Important
A. Preserving the small-town atmosphere in the community	5	4	3	2	1
B. Promoting more retail development to serve the needs of residents	5	4	3	2	1
C. Keeping the crime rate low	5	4	3	2	1
D. Ensuring that affordable housing is available inside the City of Branson	5	4	3	2	1
E. Minimizing tax increases	5	4	3	2	1
F. Expanding employment opportunities	5	4	3	2	1
G. Increasing the availability of arts and cultural amenities	5	4	3	2	1
H. Improving the quality of local governmental services	5	4	3	2	1
I. Improving the quality of education opportunities available	5	4	3	2	1
J. Enhancing the appearance and overall beauty of the City	5	4	3	2	1
K. Enhancing parks and open space	5	4	3	2	1
L. Preserving the City's image as a "family-friendly" community	5	4	3	2	1
M. "The Community Plan" 2030	5	4	3	2	1

- 11. Which THREE of the issues listed above do you think should be most important when planning the City's future?** [Write in the letters below using the letters from the list in Question 10 above.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

- 12. In the next 12 months, is your business considering any of the following?** (Please check all that apply.)

- ☐ (1) Expanding your business in Branson  
☐ (2) Relocating to another location in Branson  
☐ (3) Relocating to another location outside Branson  
☐ (4) Downsizing  
☐ (5) Closing  
☐ (9) Don't know  
☐ (0) None of these

- 13. What do you like and/or not like about having a business in Branson?** (Please write your comments in the space provided.)

**14. Overall Ratings of the City.** Using a scale of 1 to 5, where 5 means “Excellent” and 1 means “Poor,” please rate the City of Branson with regard to the following:

<b>How would you rate the City of Branson:</b>		<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9
E.	As a place to visit	5	4	3	2	1	9
F.	As a City that is moving in the right direction	5	4	3	2	1	9

**15. Please rate the labor pool in Branson in the following areas:**

<b>Area Rated</b>		<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	Quality of labor	5	4	3	2	1	9
B.	Availability of labor	5	4	3	2	1	9
C.	Stability of work force	5	4	3	2	1	9
D.	Attitude of employees	5	4	3	2	1	9
E.	Productivity of the workforce	5	4	3	2	1	9

**16. Do you know who your local (City of Branson) elected officials are?**

\_\_\_\_(1) Yes \_\_\_\_ (2) No \_\_\_\_ (9) Don't know

**17. Business Impact.** Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following are to the success of your business.

<b><u>Reason</u></b>		<i>Extremely Important</i>	<i>Very Important</i>	<i>Important</i>	<i>Less Important</i>	<i>Not Important</i>	<i>Not Applicable</i>
A.	The tourism industry	5	4	3	2	1	9
B.	Membership in local organizations such as the Branson Chamber of Commerce and CVB, Lodging Associations, Theater League, etc.	5	4	3	2	1	9
C.	Mass transit (buses and/or trolleys) for tourists	5	4	3	2	1	9
D.	Mass transit (buses and/or trolleys) for your employees	5	4	3	2	1	9
E.	A citywide smoke-free environment for public places	5	4	3	2	1	9

**18. Which TWO of the issues listed above do you think should be most important when planning the City's future?** [Write in the letters below using the letters from the list in Question 17 above.]

1<sup>st</sup>. \_\_\_\_ 2<sup>nd</sup>. \_\_\_\_



**19. Approximately how many employees do you employ in Branson?**

- |  |  |
|--|--|
| <input type="checkbox"/> (1) Less than 5 | <input type="checkbox"/> (5) 50-99       |
| <input type="checkbox"/> (2) 5-10        | <input type="checkbox"/> (6) 100-249     |
| <input type="checkbox"/> (3) 11- 24      | <input type="checkbox"/> (7) 250 or more |
| <input type="checkbox"/> (4) 25-49       |  |

**20. How would you best describe your business? Are you a manufacturer, wholesaler, etc.?** [Check the most appropriate category; if you don't see a description that matches, write a description in "other".]

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Transportation/Manufacturing                  | <input type="checkbox"/> (07) Finance/insurance/real estate           |
| <input type="checkbox"/> (02) Communications                                | <input type="checkbox"/> (08) Retail trade ( <u>not</u> food service) |
| <input type="checkbox"/> (03) Construction                                  | <input type="checkbox"/> (09) Retail food service                     |
| <input type="checkbox"/> (04) Hotel/Motel/Lodging                           | <input type="checkbox"/> (10) Health care/medical/social services     |
| <input type="checkbox"/> (05) Entertainment, recreation                     | <input type="checkbox"/> (11) Not for profit                          |
| <input type="checkbox"/> (06) Professional services (law, consulting, etc.) | <input type="checkbox"/> (12) Other: _____                            |

**21. Approximately how many years has your organization been located in Branson?**

- |  |   |
|--|---|
| <input type="checkbox"/> (1) Less than 5 years | <input type="checkbox"/> (3) 11-20 years        |
| <input type="checkbox"/> (2) 5-10 years        | <input type="checkbox"/> (4) More than 20 years |

**22. Which of the following best describes your position in your organization?**

- ☐ (1) Owner  
☐ (2) Senior manager  
☐ (3) Senior staff  
☐ (4) Other: \_\_\_\_\_

**23. [Optional Comments] If there are any other issues or suggestions you would like to make, please provide your comments in the space listed below.** [You may attach additional sheets, if necessary.]

**This concludes the survey. Thank you for your time!**

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thanks.